Business and Law Department
Program Review/Unit Assessment Report to
The Educational Planning Committee
May 3, 2010

Background:
The Business and Law Department consists of 4 disciplines:
- Administration of Justice, vice chair: Kelly Enos
- Business, vice chair: Vilma Bernal; 5 disciplines: business, economics, finance, marketing, management
- Computer Applications
- Law: vice chair David Jordan

There are 5 full-time faculty and 33 adjunct
84 different courses are offered.

1. Please highlight any changes since you submitted your unit assessment.

Enrollment: From Spring 09 to Spring 10 enrollment in the Business and Law Department has increased from 2,178 to 2,424 students or 11.3%.
- AJ increased 11%; enrollment in the AJ program has increased from 533 in the fall of 2008 to 834 in the spring of 2010, 36%.
- Business: Accounting decreased by 2 sections from 5 to 3 and saw a decrease in enrollment of 32%; Business increased 62%; Economics decreased a section and enrollment dropped 10%; Finance increased enrollment 244%; Marketing increased 47%; Management increased 3%.
- CAOT increased enrollment 20%.
- Law increased enrollment 7%; at the start of the 2010 semester all law classes were at 100%+ capacity.

Changes in faculty: 2 full-time faculty retired; 4 new adjunct faculty were hired (3 in CAOT and 1 in Business).
The new faculty have had much higher retention rates and have brought new ideas and new life to their respective disciplines for both the students and the other faculty.

Two Faculty Hiring Requests for a tenured business instructor have been submitted: Fall 2008, Fall 2009.

Grant Proposals Submitted and Funded:
CAOT Innovation Grant Proposal 2009-2010: Award $3,500 – Developed new courses in the medical field including
- MS Word, Access, Excel, and Outlook for Health Information technology
- Insurance for the Medical Office
- Medical Coding I- ICD-CM Coding
- Medical Coding II – CPT Coding

Business/CAOT Innovation Grant Proposal 2010-2011: Award $6,300 – Developing new courses in Business:
- Green Marketing
- Green Business Development & Entrepreneurship
- E-Commerce
- Sustainable Brand Development, and
- Sustainable Green Business Practice & Technology

New Law Certificate and Law Classes – The Paralegal Program received Innovation Funds to update its course curriculum. Six new classes are being developed including
- Environmental Law
- Special Needs Education Law
- Health Care and Insurance Law
- Practicum classes for each new class

New Technology in the Law Program – The Paralegal Program has adopted four new technologies: (1) Secure repository network – this allows groups to work together on class projects and as a repository for legal documents for both the current and alumni paralegals. (2) Googlegroups & LinkedIn – these group applications have been set up and e-mailed to all law alumni to join. This technology will be used to implement a new program of job mentoring and job shadowing with paralegal graduates. (3) Flip-cam videos – on-campus classes and assignments are being videotaped and posted on the Internet for use by both on campus and online students. (4) Screencast – Screencasting is being implemented to review court forms and legal document and record instructions and concurrent visual highlighting to assist both on-campus and online students in learning how to prepare court documents and legal documents required in each of the law classes.

Administration of Justice has
- Held a joint AJ/Law Career Fair.
- Partnered with Newhall Elementary School to create a Forensic Science Fair over the span of two months.
- Partnered with the Chemistry Discipline to create a Forensic Science Degree.
- Added an online class: AJ 1.
- Revised and reduced the number of certificates it offers.
- Significantly improved communication among the AJ faculty.
2. a. What do you see as the strengths of each of your units?
For all units: excellent faculty, up-to-date programs, use of technology in the classroom and online; practical career training that enables students to obtain jobs and/or transfer to a 4-year university.

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<th>Strengths</th>
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<td>AJ</td>
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<td>• Partnerships with Cal State L.A., Los Angeles County Probation Department, California Supreme Court, Los Angeles County Sheriff’s Department, and the F.B.I.</td>
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<td>• Articulation agreements with nearby universities – AJ has maximized its articulation agreements saving students both time and money.</td>
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<td>• Active AJ Advisory Committee.</td>
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<td>• Required courses for the degree are offered every semester.</td>
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<td>• Development of new Forensic Science program.</td>
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<td>Business/CAOT</td>
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<td>• Activation of advisory boards. This April Business and CAOT held a joint advisory board meeting attended by 22 people.</td>
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<td>• Addition of outstanding new adjunct faculty members who have helped to revitalize the Business and CAOT programs.</td>
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<td>• Revision of 6 AA business degree programs to better meet the needs of students.</td>
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<td>• Improved scheduling of classes based on student surveys and student demand and a 2-yr. plan.</td>
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<td>• New curriculum being developed: 2 online courses in CAOT; several medical courses; 5 new courses in business.</td>
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<td>• The acquiring of grant funds from CTE to develop new curriculum and printing of business brochure.</td>
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<td>• Partnerships with feeder high schools and North Valley Occupational Center; discussions and presentations to counselors, participation in career fairs.</td>
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<td>Law</td>
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<td>• Use of technology in the classroom and online.</td>
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<td>• Court internship program.</td>
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<td>• Development of new classes and a certificate.</td>
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2. b. What do you see as the challenges?

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<td>AJ</td>
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<td>• Lack of personnel to assist in the day-to-day operations of the program</td>
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<td>• A dedicated classroom space.</td>
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<td>Business</td>
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<td>• Increasing enrollment.</td>
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<td>• Finding classroom locations – would like to offer more classes after 7 p.m.</td>
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<td>• Finding financial resources to purchase computers for the accounting lab.</td>
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<td>• Budget cuts resulting in fewer course offerings.</td>
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<td>• Developing new curriculum.</td>
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<td>• Developing short term certificates.</td>
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- Transitioning from ETUDES to Moodle (7 online courses need to be moved to Moodle).
- Keeping up with constant industry changes so that classes can be taught with up-to-date information.
- Replacing retired faculty.

| CAOT          | Staying up to date with the new software programs and hardware needs; ex. Windows 7, Office 2010.
|              | Developing new courses and short-term certificates.
|              | Increasing enrollment.
|              | Creating Internet classes and marketing the CAOT program.
|              | Working with limited English speaking students with poor educational backgrounds and many economic and personal challenges.
|              | Being able to keep the CAOT Center open for student use at times other than scheduled class times.
|              | Coordinating offering multiple classes scheduled at the same time for the purpose of increasing enrollment.

| Law           | Growing the program while maintaining standards.
|              | Faculty re-certification – All online law faculty are being recertified.
|              | Employing a student to upload materials and to keep the online web pages current. Prof. Jordan currently is the webmaster of the entire program, but as the program continues to grow and to add additional online law classes and certificates, more of his energy will be directed to these areas, and the enormous time required to upload materials and classes each semester needs to be handled by a student worker.

3. **How does your unit planning support the mission of the college?**

AJ’s articulation agreements with CSULA and CSUN have resulted in an increase in enrollment and support the mission of the college in preparing students to transfer to a four-year university.

Business offers a wide range of degree programs to help students transfer to four-year universities and they also offer a retail management certificate. Several classes are offered online for easier student access.

CAOT offers several certificates and a degree program which helps students prepare both to obtain employment and to transfer.

The Paralegal Program offers a certificate and AA Degree in Legal Assisting-Paralegal required for students who want to become certified paralegals in California. The program also provides classes (Bus. Law I online) to meet the growing needs of its business students to take online classes due to their “busy” schedules. Law’s updating of their course curriculum, infusing technology into the classroom, applying for the LEX Honor Society, providing court internships, developing a job shadowing and job mentoring program, use of paralegal tutors, and faculty early alert system all support the college mission.

All programs help to meet the needs of a diverse student population.
4. What are your visions for changes, revisions and growth?

**AJ:** AJ is well underway in creating a forensic science degree and certificate program which should be completed by fall of 2010. They also have created and are currently delivering a CSI Academy through community education which also will support the forensic science degree and certificate program.

**Business:** With the leadership of new adjunct faculty, the department received a grant to develop new curriculum and is considering a new short-term certificate that will bring growth to the department. The curriculum focuses on Green Technology and Entrepreneurship. The department also applied for CTEA funding to assist the department in these areas. This grant also will promote change and growth in the department and will help pay for

- A new brochure which will be utilized for recruitment at local high schools and in the community.
- Conference attendance for faculty including adjunct so that new ideas can be brought to the department.
- Guest speakers for business classes to enhance the learning in the classroom.

**CAOT:** CAOT is working on the shells for two online courses: CAOT 82, Microsoft Office Survey and CAOT 32, Business Communications, but progress is being held up by the DE Substantive Change Requirement which has put a hold on all new online offerings.

As a result of a $3,500 CTE Innovation Grant awarded in spring 2009, new curriculum has been developed in the medical technology area: Courses in medical that have been developed include

- MS Word, Access, Excel, and Outlook for Health Information technology
- Insurance for the Medical Office
- Medical Coding I- ICD-CM Coding
- Medical Coding II – CPT Coding

The subsequent submission and approval of these courses, however, is being restrained until funds become available and more dialog is held with the Life Sciences and other disciplines so that we offer an integrated program.

A CAOT open house for CAOT students is being planned for the fall in conjunction with the Counseling Department, Financial Aid, and EOP&S.

Online courses and short-term certificates are being developed as motivators for students to complete full certificates and degree programs and to better meet the needs of the community.

**Law:** The Paralegal program is concentrating on improving job placement, adding new programs such as job mentoring, job shadowing, and conducting research on their graduates to improve outreach to their paralegal graduates.

Also the paralegal certificate will be streamlined from 12 law classes to 8 law classes (24 units) to comply with State Requirements for Paralegal Certification. This will improve the student success rate and retention by streamlining the curriculum while increasing the number of career options. Law currently has one certificate. It will develop 6 different certificates – each certificate will have the same core curriculum – 6 classes – including Law 1 – Contracts, Law 2

LEX Honor Society – Law is in the process of joining the LEX Honor Society (a National Paralegal Society), which will promote and encourage development of their honor students.

5. What resources are needed to support as well as to build the programs in your Department?

- **Facilities:** Additional facilities are needed to offer classes, especially after 7 p.m. AJ needs at least one dedicated classroom and eventually a dedicated lab for use in crime scene work to support its new extensive forensic science program in partnership with the life sciences department.
- **FTEF:** Three of the eight original business and law full-time faculty have retired and need to be replaced. To meet student demand and to accommodate the new paralegal options and specialty certificates, the paralegal program will need at least an additional 1.2 FTEF.
- **Staff:** The Paralegal Program needs a dedicated webmaster (with skills in Technology and Moodle) to upload and manage the online course shells and the course management system. The Paralegal program should develop and employ a classified position in the long term to meet this need.
- **Technology:** New computers and printers for the CAOT lab are needed to run the Windows 7 operating system and Office 2010; the computers stolen in 2004 from the Accounting lab need to be replaced.

6. What is the status of SLO assessments in your department?

- 98% of Business and Law Department courses have Student Learning Outcomes which are stated in course syllabi.
- 25% of the courses have at least one SLO that has been assessed.

7. What is the status of the course outlines of record and course updates in your department?

- Updated 6 business degrees: Accounting, Business Administration, Finance, Management, Marketing, Small Business Management
- Archived 33 courses
- Updated Course Outlines of Record for 33 Business and Law Department courses

All Business and Law Department courses are up to date.

8. What progress has been made towards the recommendations made by EPC following your 08-09 program review presentation?

As a result of the 08-09 program review presentation, two recommendations were made:

1.) Business discipline must complete course outlines for each outdated course by the end of Spring 09 or courses should not be offered.

As mentioned above, all Business and law Department courses have been updated and are
in the process of being approved by the Curriculum Committee.

2.) Closely monitor disciplines with low enrollment and pursue strategies for strengthening.

The two disciplines that have had low enrollment in the past are business and CAOT. A number of strategies have been developed to improve enrollment:

- Hiring of new adjunct faculty has helped to revitalize the business and CAOT programs.
- Improved scheduling has resulted in classes being offered at more convenient times for students. CAOT has prepared a two-year schedule of its courses to ensure that all courses are offered within a two-year period both during the day and at night.
- Improved advertising of courses. CAOT has developed an e-mail data base to send reminders to students about when classes start and mini schedules.
- Improved marketing of courses through attendance at Career Fairs on the LAMC campus and the local feeder high schools and occupational centers.
- Business and CAOT are partnering with the Work Source center to develop new courses to meet the needs of the community.
- Partnering with other disciplines to meet the needs of students; for example, many AJ, culinary, business, and law students need computer instruction; consequently they have been encouraged to take CAOT’s Microsoft Office Survey class which introduces them to Word, Excel, Access, PowerPoint. This course will also be part of new the first-year experience program.
- New courses are being developed; 5 in business: Green Marketing, Green Business Development & Entrepreneurship, E-Commerce, Sustainable Brand Development, and Sustainable Green Business Practice & Technology; several in the medical area: MS Word, Access, Excel, and Outlook for Health Information technology; Insurance for the Medical Office; Medical Coding I- ICD-CM Coding; Medical Coding II – CPT Coding
- 6 business degree programs have been modified and approved by curriculum which will enable students to complete their degree programs more easily.
- Short-term certificates are being developed to better meet the needs of the community.
- Innovation and CTE grants have been applied for and received to develop new courses in business and CAOT, to develop new brochures, and new certificate programs.
- A joint CAOT and business advisory board has been established to enable both CAOT and business to update its curriculum and to establish liaisons with business partners and to better serve the needs of both students and the business community.