



Date:

To: John Stalvey, Interim Provost

From: Karen Markel, Dean, College of Business and Public Policy

Cc: Dr. Helena Wisniewski, Professor, Chair of Management & Marketing Department

Deidre Berberich, Associate Professor, MSC

Kathrynn Hollis-Buchanan, Associate Professor, Kodiak

Jeri Rubin, Professor, UAA

Talis Colberg, MSC Director

Gary Turner, KPC Director

Betty Walters, Kodiak Campus Interim Director

Re: AY20 Expedited Program Review Findings

**Program/s in this review:**

AAS General Business

**Specialized accrediting agency (if applicable):**

N/A

**Campuses where the program is delivered:**

UAA, Kenai, Kodiak, Mat-Su

**Members of the program review committee:**

- Deidre Berberich, Associate Professor, Mat-Su
- Kathrynn Hollis-Buchanan, Associate Professor, Kodiak
- Jeri Rubin, Professor, UAA

**1. Centrality of Program Mission and Supporting Role**

The AAS General Business degree program serves the local Anchorage business community by meeting workforce demands and prepares students for entry-level business careers in business industries as well as to pursue higher education.

## **2. Program Demand (including service to other programs), Efficiency, and Productivity**

Enrollment indicates the AAS General Business is in demand; however, the program efficiency and productivity needs improvement through program coordination across the campuses that offer the program. Faculty resources should also be considered in relation to productivity and program profitability.

## **3. Program Quality, Improvement and Student Success**

The goal of the AAS General Business program is to provide students with practical, job-oriented skills utilizing current technologies found in the workplace. The program may also be used as a foundation for students who wish to pursue a bachelor's degree, although not all courses or credits in this program will transfer into the four-year program which make it a barrier to entry.

## **4. Program Duplication / Distinctiveness**

The AAS General Business is not related to any special accreditation/special process. UAS offers an AAS in business administration and UAF offers an AAS in applied business.

## **5. Commendations and Recommendations**

The recommendation for the AAS General Business degree programs to work together to develop and implement a coordinated schedule to provide a more efficient pathway for student success. This should include coordination of course caps, mode of delivery and schedule of courses, especially because the campuses offering the programs are geographically close. Measures of efficiency for every campus programs should be improved through this coordination. Current measures indicate that the program revenue does not cover the instructional costs for both campuses. Also, does the AAS General Business degree program make sense to have in the College of Business and Public Policy or is it better suited for the Community and Technical College whose focus is on the associate degrees and technical training? Faculty focused solely on teaching and workforce development could better serve these students.

## **6. Decision**

**Continued Review:** Program is required to address specific issues and to undergo another review within the next two academic years. Program placement (i.e., CBPP or CTC) should also be reviewed.