



# **PROFESSOR OF BUSINESS ADMINISTRATION**

**IOR PROPOSAL  
NOVEMBER 4, 2022**


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# BUSINESS ADMINISTRATION: THE STORY

- Produced 15% of all MJC majors and 10% of all MJC awards (2-year average, 2020-22)
  - Staffed by 5 full-time and 14 part-time faculty (2021-22)
    - 27% full to part-time faculty ratio vs. 37% MJC avg.
  - CTE Program offering 19 awards and 49 course titles
    - 2 transfer-level degrees
    - 5 non-transfer (local) degrees
    - 9 Certificates of Achievement
    - 3 Skills Recognition Awards
    - Curriculum, assessments, program review up-to-date
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# BUSINESS ADMINISTRATION: ACCESS, MAJORS & COMPLETIONS

- Access & Productivity (*Spring 2022, Fall 2022*)
    - FTES = 199.68 to 217
    - Sections = 57 to 58 Sections
    - Students Enrolled = 1,784 to 2,098
    - Students per Section = 31.3 to 36.17 (vs. 26.4 MJC average)
    - FTEF = 12.57 to 12.57
    - FTES/FTEF = 15.74 to 17.26 (vs. 12.78 MJC average)
  - Majors & Completions
    - 3,301 BUSAD majors (2021-22; 16% of MJC total)
    - 488 BUSAD awards conferred (2020-22; 10% of MJC total)
    - 675 transfer awards conferred (5 years, 2015-2020)
    - All awards include 9+ or 16+ CTE units
    - Additional 9+ CTE completions recognized by state
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# BUSINESS ADMINISTRATION: EQUITY, SUCCESS, RETENTION

- LaunchBoard (2018 – 2019)
  - 86% of MJC Business & Entrepreneurship students are economically disadvantaged; 75% employed
- PRIIE Data Sheets

	2020 – 2021		2021 – 2022	
	BUSAD	MJC	BUSAD	MJC
Retention Rate (%)				
- African-American	62.35	66.89	65.61	74.14
- Hispanic	72.27	74.42	72.97	79.55
- White	79.21	80.47	82.35	83.09
Success Rate (%)				
- African-American	49.41	55.57	52.38	54.12
- Hispanic	62.84	63.94	58.43	61.67
- White	74.16	72.77	69.35	70.22



# BUSINESS ADMINISTRATION: IOR CONSIDERATIONS

- Position will supplant a full load of courses currently taught by part-time and overload faculty
    - New faculty emphasis would be Entrepreneurship & Marketing
    - Expand current award and course offerings to meet demand in this growing area and participate in Entrepreneurship, Small Business, and Gig Economy initiatives in the community and region.
  - Strong enrollments and demand per course, resulting in an increase in the average class size of the school
    - BUSAD waitlist average of 624 students per semester for Fall 2020 through Spring 2022
  - BUSAD majors grew by 10% to 3,301 (2020-22)
    - Full-time faculty needed to serve growing student population, promote equity, and reduce disproportionate impact
  - As CTE area, this position aligns with EMP and Stanislaus 2030 initiative priorities, and substantially contributes to key SCFF supplemental and success metrics
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# WHY A BUSINESS ADMINISTRATION HIRE?

- Large, productive department with strong enrollments
    - Supports small, less productive programs at MJC
    - Helps to increase average class size of college
    - Entrepreneurship & Marketing are areas of high demand & need
  - 27% full to part time faculty ratio
    - ALL full-time BUSAD faculty teach overload during Fall and Spring semesters, and 4/5 teach Summer courses
    - Low part-time faculty availability in Business & Accounting
  - Increase student access, success, and retention, and attend to unmet demand for classes in all areas of Business
  - BUSAD education prepares students for livable-wage jobs, career advancement, and successful business ownership in the local community and beyond.
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