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.
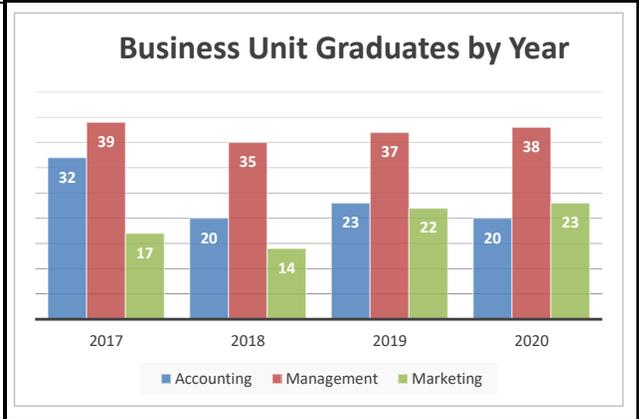
Organizational Effectiveness Results	Organizational effectiveness results examine attainment of organizational goals. Each business unit must have a systematic reporting mechanism for each business program that charts results such as enrollment patterns, student academic success, graduation rates, retention 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					
Performance Measure: **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)**
Graduation rates for the Business Unit will increase relative to program enrollment.*	Graduation rates are collected annually and compared biannually by the College's Assessment, Research & Planning Department and reported to the SC State Technical College System	Since the 2017 QA Report, Accounting graduates have decreased 38%; Management has held steady with 35-39 graduates per year; and Marketing graduates have increased 35%.	With the Business Unit's overall enrollment declining 19% and its number of graduates only declining 8%, the Business Unit's graduation rate is outpacing its enrollment trends. Since graduates have increased relative to enrollment, this standard has been met.	During this time, the Business Unit's faculty took a more active, positive role in advising students to graduate. More emphasis was placed on extracurricular activities such as the Entrepreneurship Club and the Student Activities Board. New, diverse full and part time faculty were hired to reinvigorate courses, the classroom, and the culture of the Business Unit.	Business Unit Graduates by Year

Analysis of Results					
Performance Measure: 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)**
Business Program enrollment will remain consistent or increase as a percentage of the overall institutional enrollment.	Enrollment is tracked by program on an annual basis. The year indicated is based on an annualized average between Fall, Spring and Summer semesters.	College wide FTE dropped 10% from 2016-17 to 2018-19. Overall, the Business Unit's Associate degree enrollment declined by 19%: Accounting 21%, Management 15% & Marketing 23%	The Business Unit's enrollment has declined at a rate faster than MTC's overall enrollment.	In order to increase enrollment, MTC has embraced the Guided Pathways movement as mentioned elsewhere in this report. Effective Fall 2020, the credit hours of all 3 degrees have been reduced to 62 hours with updated courses and pathways. Dual Enrollment classes have been added to attract more high school students, and multiple articulation agreements have been signed to give students more incentive to finish their degrees. We expect enrollment to reflect this focus on student success in the future.	
Graduate Placement Rates will meet or exceed the SC State Technical College System's benchmark of 90% placed within 6 months of graduation*	Graduates of each business degree program are tracked from Fall, Spring and Summer semesters of each academic year and reported to the SC State Technical College System.	Placement of our business unit graduates has increased tremendously since the last QA period with Accounting increasing from 85% to 96%, Management increasing from 95% to 97%, and Marketing increasing from 78% to 100%.	Our graduates are more successfully finding jobs in their major and transferring to bachelor degree programs than in the past.	In the past four years, increased emphasis has been placed on student pathways to employment or a bachelor's degree. The BUS 275 Business Internship course was added to all three degree programs. The Accounting program began their own Advisory Committee, thereby doubling the influence and impact of the community in our programs. Finally, four new articulation agreements were signed with area universities to include the Darla Moore School of Business at the University of South Carolina--the first of its kind with this renowned business school.	

MTC Note: For all data above, the sample size is reported in their respective charts.