Program Review Report

Program: Bachelor of Arts, Integrated Studies in the Humanities and Social Sciences.
Emphasis: Self-Design
College: Department Humanities and Social Sciences/Arts, Film, and Media (HSS/AFM)
Review Date: April 30, 2021

Summary:

A program review for the Bachelor, Self-Design, was presented to the Program Review Committee by Dr. Tara Lopez, Chair of HSS/AFM.

This Program started in Fall 2016 with the intention of appealing to 1) students whose interests don't fit into other NNMC programs, or 2) students who wish to combine courses from multiple disciplines to create a unique educational experience. In the Self Design emphasis, students work in conjunction with an advisor to create their individualized degree plan.

The calculated three-year average of declared student enrollment in the Program is 14.3 (headcounts) per semester and the three-year graduation average is 2 students per year. However, the enrollment grew 160% from AY 18-19 to AY 19-20. The one-year fall-to-fall and two-year fall-to-fall retention rates are 75%. Although retention is good, the review revealed students took more than four years to complete the program. This could explain the low number of graduates. Moreover, the nature of this program requires a heavy workload for NNMC faculty in terms of advisement.

According to the analysis done by Gray Associates' Program Demand software, the Program has a strong student demand (at 99% of all programs offered by NNMC). Still, it is at a 24% percentile for employment. The total score is 21, which puts this program in the 91% percentile of all programs in terms of need.

The program economics based on Gray Associates 'software shows a positive margin contribution (including overhead) of $15,437 from this Program from AY 17-18 to AY 19-20. Moreover, the difference between gross revenue and instructional cost (after discounts) is approximately negative $81.1K for AY 19-20. The ratio for the three-year average between gross revenue and the instructional cost is 0.41. This low ratio means that there is a significant enrollment challenge for this Program. The enrollment grew in AY 19-20, but the program review document failed to include a comprehensive recruitment strategy.

Finally, the program presents a table with strategic tasks for the next three years. The plan, however, does not provide enrollment or retention targets.

Recommendations:

The Council of Chairs acknowledges the potential of this program in terms of enrollment growth. However, there is concern about several factors including: a) current lack of a full-time faculty member charged with program leadership, particularly on advisement and curriculum structure; b) lack of mission and vision for this program; c) lack of admissions criteria, recruitment and retention strategies and data, a current lack of a systematic program-level student learning outcome assessment; d) inflexibility of the program to be applicable for students looking to complete in an accelerate manner or outside the Humanities field.

The Council is requesting a Progress Report, due May 31, 2022, be completed by HSS that will address the primary concerns. The expectation is that the report will address the following recommendations:

1. A full-time faculty member for the program must be hired no later than Spring 2022. This faculty will have the primary role of being the designated advisor for the program and work closely on student degree audits.
2. By the end of Fall 2021, the program needs to work with Institutional Research to mine data and find areas of interest of students and potential pathways for students in the program.
3. By the end of Fall 2021, the program must have an External Advisory Committee (EAC) with at least one member that represent employers in the region for this program and one participant from a local high school provider.
4. By the end of Spring 2022, the program needs to work with the External Advisory Committee (EAC) and other academic programs to redesign the curriculum for flexibility to exploit the purpose of the program. There is a suggestion to evaluate whether the name of the program is comprehensible and marketable to potential students and their families.
5. By the end of Spring 2022, the program needs to have a strong proposal that addresses clear methods for degree completion.
6. By the end of Spring 2022, the faculty, in collaboration with the EAC, should work together to develop a mission and vision for the Program and develop or build upon the existing student learning assessment plan to create a comprehensive strategy to align General Education, course and program-level outcomes no later than June 2022.
7. The Program must demonstrate, through the Annual Report, significant yearly progress using multiple data sources aggregated with other information to ensure course and program relevance to local needs and industry. All assessment data related to program-level student learning outcomes must be delivered with the Annual Report. It is relevant to establish a tracking mechanism of program graduates in order to learn about the most common opportunities available to them.

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 Provost & VP Academic Affairs