

Agriculture Business

2019 Program Review

MJC Program Review 2019

Modesto Junior College's Program Review process is divided into 3 sections:

- Program Analysis (SWOT Analysis)
- Goal Setting and Activities
- Resource Request

Program Analysis

Internal Strengths

1. What strengths does the analysis of student data reveal?

284 students have declared ag business as their major 88% student retention
Approximately 31 degrees and certificates

2. Are there specific aspects of the program that are exemplary or could serve as a model?

Flexibility in course scheduling and completion Willing to accommodate students who are working full-time Mix of traditional/hybrid course offerings Dedicated full time faculty Student centered approach to learning. Offers online calendar for scheduling Offer Student Success specialist available for students. Counselors dedicated in the department for students. Maintain an advisory committee Network with business community where applicable. Maintain affiliation with state and national agriculture associations. Industry tours

3. What do others see as the program's strengths?

Organized program that serves a variety Living wage attained in our program area (57%) is slightly higher than the college average of (55%) of programs across campus as a GE transferable class. Skill-based learning Course offerings & activities could benefit faculty and staff Diverse in career opportunities Significant number of student transfer to a four-year institution

4. How well are students meeting program learning outcomes, skills, or competencies; and how are they relevant to careers in your discipline or industries for which you help prepare students?

Transfer rate is high Students have the opportunity to earn Microsoft Office Specialist (MOS) certification at no additional cost to them. The course information is relevant to all students regardless of career or degree. Satisfaction with student knowledge expressed by companies utilizing our students as interns and summer employment.

Internal Weaknesses

5. What gaps are observed by reviewing the student data?

eLumen does not match this current program. Low number of student awards compared to students in the declared major.

6. What disproportionate gaps need to be addressed?

30% Hispanic falls below the school average

7. What are areas in which the program could improve? (curriculum, scheduling, modality, other?)

Researching on-line course offerings. New course offerings Researching new HR certificates and AG laws and Regulations.

8. Where are there gaps in the program on how students are meeting learning outcomes, skills, or competencies?

Not all students that complete required courses test for MOS certifications Non-completion of awards programs Lack of skills in Math

External Opportunities

9. Where are potential opportunities for expansion, improvement, or new program development?

Offering dual enrollment courses Develop new Certificates

10. What are some industry or disciplinary trends that could enhance the program?

Proficiency in Microsoft Suite is extremely important to employers Certificates like FSMA, HACCP, and farm safety are desirable

External Threats

11. How are changing resources, technology, employer, or transfer requirements affecting the program's ability to serve students?

Ongoing funding to continue with technology trends Ability to enroll in transfer math and English classes.

12. What are some current industry or disciplinary trends that could have a negative impact on the program?

Salary data appears below median Salary does not account for benefits

13. What other obstacles does the program face?

Uncertain state funding Pending retirement of the two key instructors in the next 3-5 years

Goal Setting and Activities

Goals

Program Goal	Mission Alignment	Area of Focus
1. Increase the number of MOS certificates by 10%	Workforce Needs	Curriculum
3. Increase the number of on-line classes to help promote access to all	Equity	Student Support
5. Improve Agri-Business career awareness	Values	Internship/Service Learning

Activities

Activities	In Support of Goal #	Outcome or Deliverable
attend Fresno Agri-Business Conference agri-business industry tours	Goal #3	1. Improve knowledge of agri-business 2. Greater knowledge of agri-business careers 3. Greater knowledge of agri-business needs
Develop on-line curriculum and certificates for agri-business careers	Goal #2	Provide training and certificates to help make students more employable for our region.
. Develop a Farm store on campus to sell MJC grown products	Goal #3	5. Skills developed for practical ag sales and marketing careers.

Resource Requests

Category	Request	Activity #	Estimated Cost
Prof. Devel.	1. Conference fees 2. Other conferences	1	21000
Equipment	1. Replace computers 2. Refrigeration/farm store	5	50000
Technology	1. Licensing for software 2. Replace computers	3	35000
Personnel	1. Additional full-time faculty member	2	100000
Facilities	1. Maintain classroom for technology and course needs 2. Farm Store	5	50000

Other

1. Annual funding to market/promotional materials
2. Funding to support food budget for student events

2

10000