

Figure 6.10 - Business Program Performance Results

Performance Measure	Measurement Instrument	Current Results	Analysis of Results	Action Taken or Improvement made	Graphs or Tables of Resulting Trends												
COB Enrollments	The ENMU Office of Institutional Research reports on student enrollments as of the 12th class day each fall semester. The COB students enrollments illustrated include all students in the undergraduate and graduate programs.	Enrollment in the COB has increased in every one of the past five years. Overall growth during this time period is 69.4%.	In New Mexico, ENMU has the highest growth rates of all the four-year, degree-granting institutions. This is due, in part, to relatively low tuition rates, but also to marketing efforts. Growth rates in business students are the highest among the colleges on campus and this can be attributed in part to a focus on assuring the technology is in place so that all BBA and MBA programs are 100% available online and in part to COB marketing efforts.	The COB Recruitment, Marketing and Scholarship Committee will continue marketing efforts, including the formulation of annual marketing plans and developing marketing materials. In addition, the COB has one faculty member who is charged with social media management.	<p>COB Student Enrollments</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>2012-13</td> <td>445</td> </tr> <tr> <td>2013-14</td> <td>540</td> </tr> <tr> <td>2014-15</td> <td>597</td> </tr> <tr> <td>2015-16</td> <td>681</td> </tr> <tr> <td>2016-17</td> <td>754</td> </tr> </tbody> </table> <p>The trend is Positive with a standard deviation of 107.6.</p>	Year	Total	2012-13	445	2013-14	540	2014-15	597	2015-16	681	2016-17	754
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ENMU Two-Year Retention Rates	At ENMU, retention rates are calculated based-on first-time freshman. The Office of Institutional Research does not break down these rates by majors since students often changes their majors at more than one point before graduation. The graph illustrates those rate that are most applicable over the last five academic years.	Two-year retention rates between fall 2012 and fall 2016 were approximately 58% for the first four years. In fall 2016, this rate increased by 4%.	Starting in summer, 2015, ENMU became part of a pilot study on retention management sponsored by the John N. Gardner Institute for Excellence in Undergraduate Education. Several programs were initiated by the Vice-President of Academic affairs to provide students with additional support in D/F/W courses and academic support services, such as tutoring. A focus for faculty is improvements in advising.	Faculty in the COB will continue to participate in the Gardner Institute projects as opportunities arise.	<p>ENMU Retention Rates for First-Time Freshmen Returning for a Second Year</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Continued to 2nd Yr</th> </tr> </thead> <tbody> <tr> <td>2012</td> <td>58.12%</td> </tr> <tr> <td>2013</td> <td>59.33%</td> </tr> <tr> <td>2014</td> <td>57.80%</td> </tr> <tr> <td>2015</td> <td>58.74%</td> </tr> <tr> <td>2016</td> <td>63.08%</td> </tr> </tbody> </table> <p>The trend is Positive with a standard deviation of 0.02.</p>	Year	Continued to 2nd Yr	2012	58.12%	2013	59.33%	2014	57.80%	2015	58.74%	2016	63.08%
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COB Degrees Completed	The number of students who earn the BBA or the MBA degree each year is provided by the Office of the Registrar.	Every academic year from 2012-2013 to 2016-2017, the number of students graduating with COB degrees has increased.	A comparison of the positive trend in COB student enrollments is closely matched with the trend in the number of students who graduate. In spring, 2017, for the first time there were more students graduating with their MBA's than for any other graduate programs at ENMU.	Faculty will continue to work closely with students in COB courses. Class sized tend to be small in upper-division and MBA classes. As a result, students have more access to faculty members. In the COB faculty also make efforts to work individually with distance students using tools such as Collaborate and Skype. Faculty frequently are available by phone during office hours and other times. The BBA and MBA capstone courses, while rigorous, give students ample opportunity to work with the course instructions and other faculty who give guest lectures in topic areas such as accounting and economics.	<p>Number of COB Students Who Graduated</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>2012-13</td> <td>79</td> </tr> <tr> <td>2013-14</td> <td>91</td> </tr> <tr> <td>2014-15</td> <td>127</td> </tr> <tr> <td>2015-16</td> <td>147</td> </tr> <tr> <td>2016-17</td> <td>185</td> </tr> </tbody> </table> <p>The trend is Positive with a standard deviation of 38.36.</p>	Year	Total	2012-13	79	2013-14	91	2014-15	127	2015-16	147	2016-17	185
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COB Use of Lecture Capture	Faculty teaching online and cross-listed classes in the COB make extensive use of the Mediasite system for lecture capture. Lectures are recorded in a number of classrooms and faculty also record ad hoc sessions when these rooms are available or with desktop recording. Mediasite is managed by the ENMU office of Distance Education and Outreach. Reports with numerous variables that track student use of Mediasite are available from the office on demand.	During each of the last three years, 17 full-time COB faculty and 1 adjunct instructor have used Mediasite recordings in their classes. The individual faculty members who use Mediasite varies slightly from year to year depending on release time and turnover. Both the number of individual students and the number of total recordings linked to COB classes have improved each year.	As enrollments in the COB increase, so does the student use of Mediasite recordings. Current research by COB faculty indicates that students who watch the Mediasite recordings, whether they are enrolled in face-to-face or online class sections, earn significantly higher grades.	Resource requests from the COB always discuss the need for more classrooms that are either fully equipped for Mediasite or available for desktop recording. Traditionally, the COB has led the campus in the adoption of technology that improves learning for distance students. Providing that technology has also been a priority for ENMU administration. Faculty in the COB will continue to increase the use of Mediasite and to look for ways to better serve our students.	<p>COB Classes Using Lecture Capture (Mediasite)</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Individual Users</th> <th>Total Views</th> </tr> </thead> <tbody> <tr> <td>2014-2015</td> <td>4862</td> <td>35770</td> </tr> <tr> <td>2015-2016</td> <td>5359</td> <td>50584</td> </tr> <tr> <td>2016-2017</td> <td>5404</td> <td>51934</td> </tr> </tbody> </table> <p>The trend is Positive with a standard deviation of 38.36.</p>	Year	Individual Users	Total Views	2014-2015	4862	35770	2015-2016	5359	50584	2016-2017	5404	51934
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