

Table 7.1.b - Operations and Support

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. Make sure you provide examples supporting both operations and support processes for your business unit.

Operations and Support					
<p>What do you have to report to the administration? Those are mostly business operation processes.</p> <p>This list is comprised of examples to help you think about your own business operation processes. Some operational activities include hiring faculty, setting academic policies, overseeing the budget, fundraising, and other administrative duties. Other operational processes include: classroom teaching assignments, student advising and counseling activities, scholarly and professional activities, community and college service activities, administrative activities, business and industry interaction, special research programs and projects, thesis and dissertation supervision and direction, if applicable, non-traditional teaching.</p> <p>This list is only some examples to help you think about your own support services. Support services can include computer labs, structured assistance or supplemental instruction in math, reading, and English. Support can be emotional, physical, financial, academic, or spiritual. It could be computer-assisted instructional laboratories, study groups, tutoring, writing assistance, disability resources and technology help.</p>					
Analysis of Results					
Performance Measure	What is your measurement instrument or process?	Current Results	Analysis of Results	Action Taken or Improvement made	Insert Graphs or Tables of Resulting Trends (3-5 data points preferred)
Measurable goal	(Indicate length of cycle)	What are your current results?	What did you learn from the results?	What did you improve or what is your next step?	
What is your goal?					
Enrollment management - maintain traditional undergraduate enrollment of 450-500 students	-PLNU Office of Institutional Research Traditional Undergraduate Enrollment Data - reported annually	TUG AY 2019-2020 - 517 AY 2020-2021 - 485 AY 2021-2022 - 529 AY 2022-2023 - 606	Our traditional undergraduate population has increased significantly over the past few years and has gone over our capacity. As a result, we are having to run large classes and add sections.	We are working with admissions and our Provost to determine a plan to control enrollment going forward (or hire additional faculty if this trend will continue).	
Enrollment management - reach MBA enrollment stabilization of 135 students total by the 2022-2023 academic year	PLNU Office of Institutional Research Graduate Enrollment Data - reported annually	MBA AY 2019-2020 - 101 AY 2020-2021 - 110 AY 2021-2022 - 119 AY 2022-2023 - 113	The enrollment data for MBA has remained steady, but it is not meeting the goal of 135 students.	A thorough competitive analysis for MBA programs was completed in AY 23-24. A revised MBA curriculum will be launched in Fall 2024. The revisions improved the marketability of the MBA while maintaining a strong curriculum.	
Enrollment management - reach BBA enrollment stabilization of 240 students total by the 2023-2024 academic year	PLNU Office of Institutional Research BBA Enrollment Data - reported annually	BBA AY 2019-2020 - 47 AY 2020-2021 - 81 AY 2021-2022 - 85 AY 2022-2023 - 82	The enrollment data for the BBA program had early growth but has stabilized at 80. This is well below the goal of 240.	The Associate Dean for the BBA programs has worked with admissions and marketing to increase the visibility of the BBA program at local community colleges. New partnerships have been developed with community colleges. COVID impacted ability to be in-person at community colleges which has resulted in lower student yields. We are continuing our outreach efforts and will monitor as the external environments at the community colleges evolve post-COVID.	