

FULL-TIME FACULTY POSITION REQUEST FORM

Submission Date: 2013-2014

(Based on Criteria for Full-Time Faculty Requests agreed on at the Instructional Administrators Council, with the Dean of Counseling and the Academic Senate President present, 9/25/12)

Business Administration and Management

1. Describe the position being requested (e.g., biology faculty with expertise in anatomy).

We are requesting a full time faculty position for the Business Administration and Management discipline with industry experience in management. There is a preference for someone who has also worked in an entrepreneurial environment since the department is developing an Entrepreneurship Program...

2. Explain how the position supports one or more Board of Trustees Core Values, the College of San Mateo Mission and Diversity Statements, the College of San Mateo Institutional Priorities, and college initiatives.

The Board of Trustees has placed the District's Student-Centered Mission as first on its list of Core Values and Principles. The College of San Mateo mission statement lists Improvement of Student Success as first in its list of priorities. These two priorities are clearly linked and are part of the decision to request a full time faculty position for the Business Administration and Management concentration at this time.

Business is the largest of the declared majors at CSM. It has been operating without a full time faculty member for the last 3+ years. During that time the excellent team of adjuncts in the department has been managing the curriculum requirements for updating course outlines, program review input, etc. However, the department is working on a new program for Entrepreneurship and curriculum needs to be developed. In addition, we need someone to lead the department in the development of more industry relationships and closer ties to the new Small Business Development Center. The department has languished in offering new initiatives and investigating cutting edge curriculum for lack of leadership in these areas. For the Entrepreneurship program to be successful we need the leadership that would come with a full time instructor.

3. Discuss how the position will help the department and/or division meet goals and support student learning as described in program review.

Business Administration is the most popular major in the CSU system and the largest declared major at CSM. It has operated without a fulltime instructor for several years. The lack of a coordinator for the department and loss of leadership in developing new and innovative programs is clearly becoming a problem. It is extremely difficult to produce administrative work (e.g., program reviews, oversee assessments, update course outlines every 24 months, etc.) with only adjuncts in a department that offers both business and management curriculum. It is a complex, high-demand major that needs

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leadership as we enter a new era where business and technology are converging – and developing close ties with our industry partners has increased importance.

The department and the division have had a long commitment to launching an Entrepreneurship Program at CSM. The early retirement of the last full time faculty member in this department severely hampered the progress in this area. The division won a grant to open an SBDC last year and it is now fully operating. The best tie-in to this investment would be an academic program on Entrepreneurship that would support students who want to start their own companies and support the community by increasing business located in San Mateo County. The Division receives requests from students for entrepreneurial experiences both academic and in industry on a regular basis. The department in general needs leadership for curriculum development for all the concentrations offered but the need for leadership in opening a new concentration (with the concomitant certificates and degrees that will need development and approval) speaks to the need for at least one full time faculty.

4. Explain how the position will promote increased student success as described in program review in one or more of the following areas:
 - **Transfer:** Include discussion of articulated pathways (e.g., UC, CSU, IGETC, SB 1440 transfer degrees, collaborative agreements with other community colleges and/or four-year transfer institutions).
 - Business and Management comprise the two largest (combined) declared majors in the CSU system. The AST/Associate in Science Degree is in place to support efficient transfer to CSU system universities as an upper classman. This is the largest declared major in the CSU system and the courses are transferrable to CSU System and some transfer to UC.
 - **Career and Technical Education**
 - Career and Technical Education (CTE): Include evidence of a demand for the next five years (e.g., EMSI data available from the dean, data indicating healthy employment demand, other available environmental scans).
 - EMSI data reflects a large and growing demand for general and administrative managers in the Bay Area. The projected change in First line Supervisors of Office and Administrative Support is 3,042 openings with a total of 31,879 total jobs in this category in 2014. The positions have an average hourly wage of \$29.82/hour. In addition, jobs in Human Resources (as HR Specialists) have a total of 11,735 jobs in the Bay Area with an average hourly wage of \$34.82/hour (and average annual openings of 418). There are a myriad of other entry and middle management categories supported by the curriculum in the Business/Management Department with hourly compensation over \$30.00/hour where the demand is high and reflect great opportunities for employment.
 - Capacity to move students from basics skills or ESL to transfer or CTE.

[Click here to discuss impact on transfer, CTE, basic skills transition](#)

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5. Identify number of students served by the department.

The Business/Management Department students total 89.8 FTES in 2012-13 – down from 121.2 in the previous year.

6. Discuss LOAD (The definition of LOAD is provided in the Educational Master Plan. The Budget Planning Committee sets College of San Mateo's target college-wide LOAD. Contact administration for current LOAD target.)

Load for the Department is currently 514.8 – down from 553.5 in 2010-11 and 516.8 in 2011-12. The drop in enrollment has been concurrent with the improvement in the economy (many students that were previously full time seem to be back for only a single evening class) and failure to renew the unemployment benefits. The demand for these degrees remains strong at the four-year level and the growth in job opportunities for people with Associate Degrees or some level of college is increasing. EMSI reports that current job openings that seek either of those qualifications total 32% of the open job postings for managers with this description.

7. Describe the impact of the following full-time / part-time faculty issues.

- Full-time and part-time faculty in the department or discipline
- Since we only have part-time faculty in the department it is reasonable to expect some adjuncts will be displaced. However, some of this negative impact may be offset by the concomitant launch of the Entrepreneurship program.

- Ratio of full-time FTEF (full-time equivalent faculty) to hourly FTEF
- Currently it is Zero – we do not have a full time faculty in the department.

- Headcount of full-time faculty
Zero

- Headcount of part-time faculty
- The Department has seven adjuncts with an FTEF of 3.2 (no overload in this department).
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- Headcount of overload faculty (full-time faculty teaching an overload)

[Click here to enter FT/PT information](#)

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8. Discuss impact (positive and negative) of full-time to part-time faculty ratio on the program's goals, targets, and program student learning outcomes.

See response in item # 7

9. Recount number of faculty retirements for the past six years

In 2008, there were six FTEF in the Division. To date, we have lost 66% of that team, and our use of adjuncts has dropped from 1.6 FTEF in 2009-10 to 0.5 in 2011-12. The continuing budget cuts have also caused cuts in adjunct-taught courses from the schedule.

10. Discuss the vitality of the program (e.g., curriculum innovation, involvement in teaching and learning initiatives, faculty participation on committees, faculty participation in professional development).

The program has strong demand from the transfer side. Our CTE certificates are weakening from lack of coordination and leadership to keep the curriculum current and continuing to refresh and bring innovation to the programs.

11. Discuss any mandates and regulations affecting the position.

[Click here to discuss mandates and regulations](#)

12. Provide any additional reasons for filling this position as determined by the department or discipline and the division including need and impact on the community at large (beyond CSM).

The District has invested in opening a Small Business Development Center that is led by CSM. This initiative allows us to provide services to small, medium and start-up businesses within San Mateo County paid for with grant funding. The success and health of the businesses in the county directly impacts the college through additional taxes to support the district, the assistance to our students (in disciplines such as art, music, cosmetology, CIS, etc.) to establish their own businesses with a greater opportunity for success. This resource (open less than six months with more than 20 clients) ties in to many opportunities for student internships both within the Center and out in the field with clients.