BCC's Academic Master Plan: Development, Data Tools, and Findings

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Academic Master Plan: What is it?

- An academic master plan (AMP) typically does the following:
  1. It represents an institution's academic priorities, and
  2. It helps guide academic decision-making for a period of five to ten years.

- BCC's AMP effort focus: reviewing current and future <u>academic programs</u> in the context of <u>educational</u> and <u>labor market</u> trends.

Session Goals

1. Explain how we <u>developed</u> the AMP

2. Introduce key <u>data tools</u> that were used to analyze enrollment and labor market trends

3. Summarize AMP <u>findings</u> and next steps

And, of course, inspire everyone to become…

And Now

Presenter Warning….
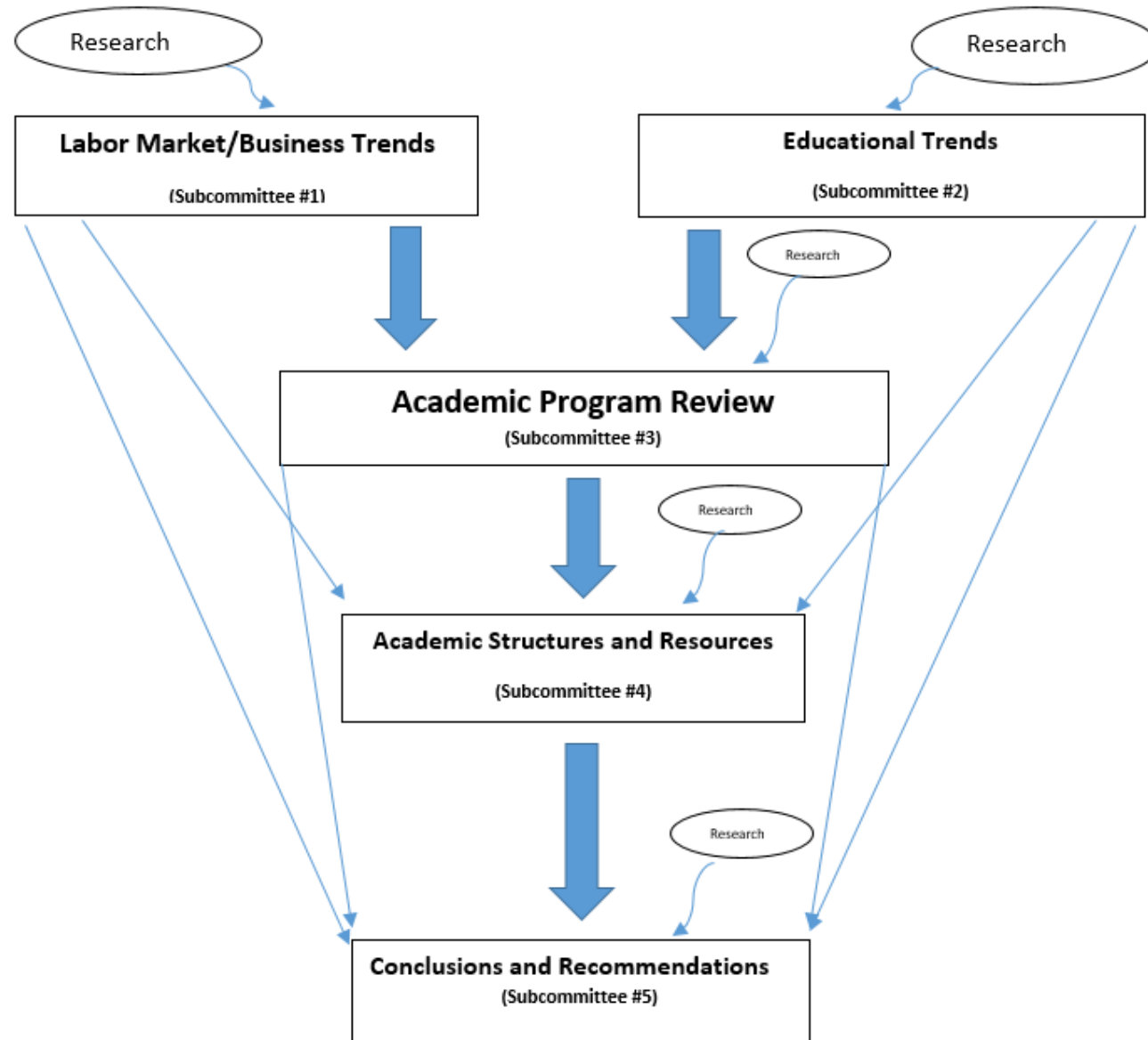
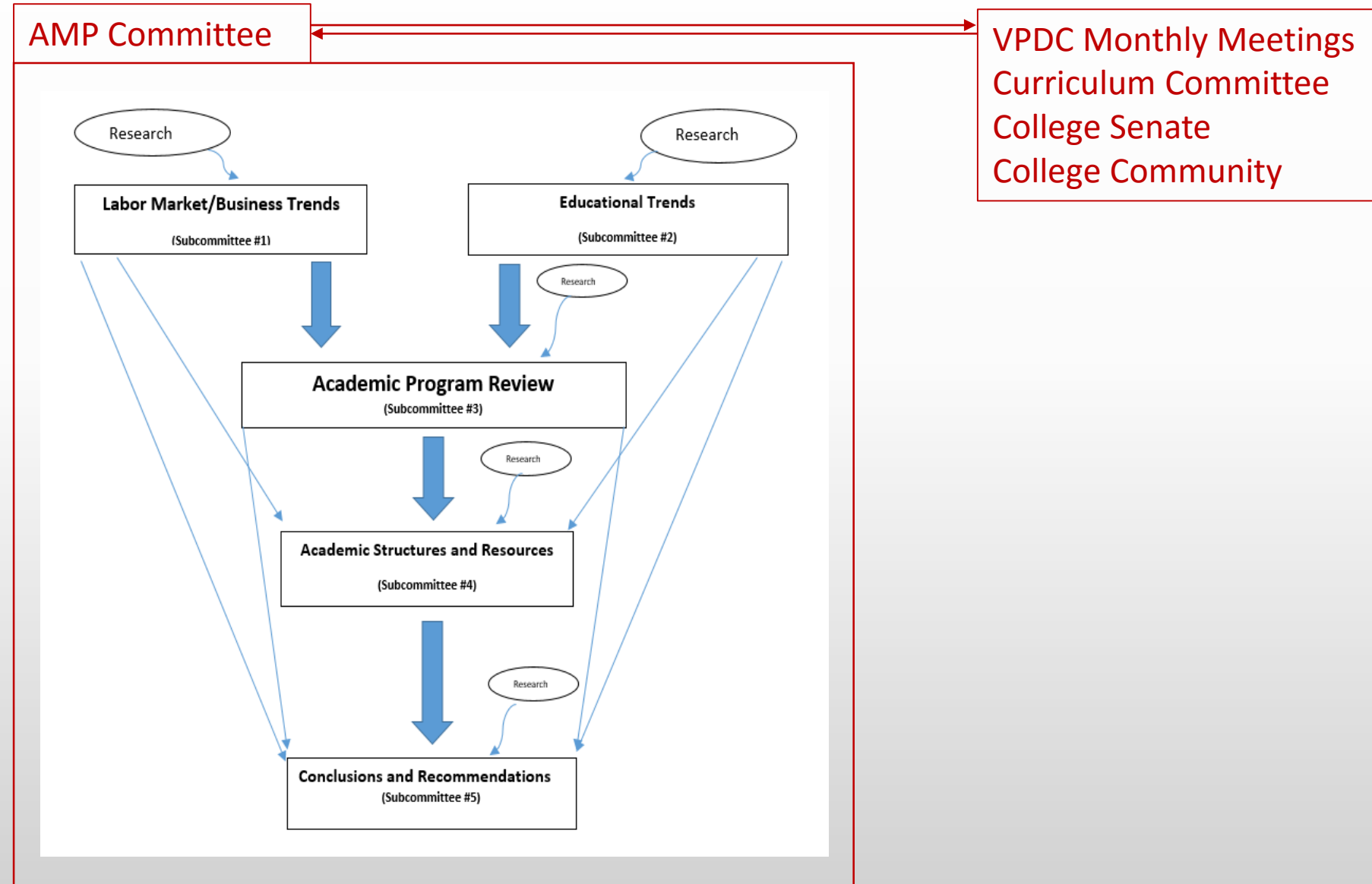wait for it…

wait for it...

wait for it…

Flow charts ahead! Prepare yourselves…

How We Developed the AMP (Research Design)

How We Developed the AMP (Process)

A nearly one-year process (starting in November 2018) with the AMP Committee meeting monthly at the center of the process.

AMP Committee

VPDC Monthly Meetings
Curriculum Committee
College Senate
College Community

Research

Research

Labor Market/Business Trends

(Subcommittee #1)

Educational Trends

(Subcommittee #2)

Research

Academic Program Review

(Subcommittee #3)

Research

Academic Structures and Resources

(Subcommittee #4)

Research

Conclusions and Recommendations

(Subcommittee #5)

And…

Presenter Warning….

__Spreadsheets__ *ahead… oh, the horror…*

AMP Data Tools: Enrollment

- Within BCC Analysis: For all BCC academic programs (AA, AS, AAS, Certificates) and Liberal Arts Options (e.g., psychology, biology, etc.), five years of enrollment data examined variables including overall enrollment, new student enrollment, graduates, transfers. See Academic Program Review Summary

- BCC Compared with Peer CUNYs: For all BCC academic programs, ten years of enrollment data was examined in comparison with similar peer institution programs at other CUNY Community Colleges. See BCC Enrollment and CUNY Peers

AMP Data Tools: Jobs

- Program-Level Jobs Analysis: A "Jobs Scorecard" document that reports on (1) whether our programs are qualifying students to achieve the job outcomes they promise, (2) whether our programs are preparing students for jobs in high demand and in growing sectors, and (3) whether our programs are preparing students for jobs with decent/livable wages.

Sources: Burning Glass-Labor Insight™ and the New York State Department of Labor

And... the final...

Presenter Warning....

Good news... <u>Findings</u> ahead...

Oh, but there are a lot of them...

AMP Findings

1. BCC Programs with Enrollment Concerns/Opportunities:
   A. Low Enrollment/Graduation
   B. Significant Enrollment Loss
   C. Inactive Programs

2. Labor Market Alignment Concerns/Opportunities:
   A. Labor Market Preference for Bachelor's Degrees
   B. Concerns re Labor Market Alignment of BCC Computer-Focused Degrees

AMP Findings

3. Stackable Credentials Opportunities:
   A. Certificate Programs
   B. Industry Certifications

4. New or Restructured Degree Development Opportunities:
   A. Existing Options as Degrees
   B. AS in Science
   C. AS in Health Science
   D. Human Resource Assistant
   E. Customer Service Representative

Next Steps

- Implementing AMP 1.0
- Developing AMP 2.0

Questions?

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