

AGENDA ITEM B3: STUDENT DEVELOPMENT
BOARD RULE 400.0100.00
PLACEMENT RATES BY PROGRAM
JULY 1, 2010 – JUNE 30, 2011 COMPLETIONS
BOARD OF TRUSTEES MEETING: FEBRUARY 23, 2012

Presentation of Data

Placement rates for graduates of Belmont College in this report cover the 2010/2011 academic award year. Data are reported by program and grouped in tables by level of award.

Students who completed associate degree and certificate program requirements between July 1, 2010 and June 30, 2011 are displayed in Table I, *Placement rates by associate degree program awards* and Table II, *Placement rates by certificate program awards*.

During the academic year, 292 associate degrees and 88 certificates were awarded by Belmont College. Placement data were gathered for this report through US mail surveys, email communications, telephone calls, and information provided by academic program chairs. The overall response rate to the post-graduation survey was 85%.

Table I, *Placement rates* by associate degree program awards*

Associate Degree Programs	Number of awards	Number responded to survey	Survey Response rate	Number employed	Percent employed	Number employed in <i>field</i>	Percent employed in <i>field</i>
Associate of Arts	4	4	100%	2	50%	0	0%
Associate of Science	3	3	100%	1	33%	0	0%
Accounting	11	8	73%	8	100%	4	50%
Building Preservation and Restoration	8	6	75%	4	67%	3	50%
Business Administration and Leadership; Small Business	14	7	50%	4	57%	2	29%
Child Development	10	9	90%	6	67%	5	56%
Civil Engineering	7	7	100%	5	71%	4	57%
Criminal Justice	14	12	86%	9	75%	3	25%
Electronic Mechanics (Electromechanical Engineering Technology)	1	1	100%	1	100%	1	100%
Emergency Medical Technician	3	3	100%	2	67%	2	67%
Fire Prevention and Safety Technology	2	2	100%	1	50%	1	50%
Industrial Electronics	33	27	82%	21	78%	15	56%
HVAC	6	5	83%	4	80%	2	40%
Information Services (Library and Information Literacy Majors)	10	9	90%	8	89%	8	89%
Information Technology (Computer science, Multi-media, and Web design majors)	9	9	100%	9	100%	3	33%
Information Technology (Networking majors)	16	15	94%	11	73%	10	67%
Medical Assisting	25	22	88%	17	77%	15	68%
Mental Health Technology	13	13	100%	6	46%	3	23%
Office Administration	7	7	100%	7	100%	4	57%
Radiology	8	8	100%	6	75%	6	75%
Real Estate	2	2	100%	2	100%	1	50%
Registered Nursing	69	63	91%	61	97%	58	92%
Welding	13	10	77%	10	100%	9	90%
Total associate degree program completions	288	252	88%	192	76%	150	60%

*Placement rates are based upon the number of respondents.

Table II, *Placement rates* by certificate program awards*

Certificate Programs	Number of awards	Number responded to survey	Survey Response rate	Number employed	Percent employed	Number Employed <i>in field</i>	Placement rate <i>in field</i>
Data Processing	2	2	100%	2	100%	0	0%
Emergency Medical-Paramedic	3	3	100%	2	67%	2	67%
General Bookkeeping	6	5	83%	4	80%	4	80%
HVAC Certificate	1	1	100%	0	0%	0	0%
Legal Office Specialist	0	0		0		0	0%
Medical Coding	13	12	92%	5	42%	1	8%
Medical Transcriptionist	7	5	71%	1	20%	0	0%
Office Specialist - Certificate	2	2	100%	2	100%	1	50%
Paramedic Certificate	2	2	100%	2	100%	2	100%
Practical Nursing	48	34	71%	25	74%	23	68%
Real Estate Certificate	1	1	100%	1	100%	1	100%
Welding Certificate	2	2	100%	1	50%	1	50%
Total certificate program completions	87	69	79%	45	65%	35	51%

Data Highlights

1. The overall placement rate for graduates with associate degrees is 60%. The overall placement rate for graduates who were awarded certificates is 51%.
2. 83% of certificates awarded were in the healthcare field; 38% of these graduates found placement in the field.
3. 42% of associate degree awards were in the healthcare field; 68% of these students found placement in the field.
4. 7 students received transfer degrees; 3 of these graduates are employed and 4 are attending four-year institutions.

Conclusions and Targets for Improvement

This year we can have more confidence in the data. The response rate has been very good (88%) and the surveys were valid and reliable in obtaining the data needed to answer the research questions.

The research questions are:

- What percentage of graduates obtained jobs in the field?
- Why are graduates not employed in the field?

The following conclusions and targets related to the research questions are established utilizing the quantitative data in the tables and also additional qualitative data assessed on the graduate surveys:

1. Even though the Associate of Arts (AA) and Associate of Science (AS) data is reported with the Placement Report, it is more appropriately reported with the key indicator pertaining to

transfer data. AA and AS students will have advising with the transfer advisor while still at Belmont and well before graduation in order to facilitate the transfer process.

2. Review the accounting curriculum for a match with workforce needs. Assess the feasibility for creating an AS accounting concentration for a transfer degree.
3. Building, Preservation and Restoration – Those employed in the field get very good jobs (National Park Service, Historic Preservation Training Center). The others never intend to work in the field. Lack of placement in the field does not always mean lack of program viability or feasibility.
4. Civil Engineering has done well with placement, 1 graduate is getting a 4-year degree. 4 are placed in the field. The others are being courted by the oil/gas industry. Belmont will develop courses and curriculum to deepen conceptual knowledge related to the consumable energies (Example: Add geology content to surveying and consider a pre-engineering curriculum block).
5. The future of the Criminal Justice and Business Management Programs needs to be examined due to the placement statistics.
6. Engineering – The Engineering programs may be positively impacted by the oil and gas industry.
7. Emergency Medical – Continue to grow this area.
8. Industrial Trades (HVAC/Welding) – Welding will expand due to the oil and gas industry.
9. Information Technology – Decrease the number of majors and complete a gap analysis of current curriculum and industry need.
10. Medical Assisting – Graduates who are not working have entered Bachelors or Nursing Programs.
11. Mental Health – Assess the feasibility for developing an AS concentration in counseling.
12. Office Administration – Assess the gap between the current secretarial curriculum and employer needs. Consider integrating communication skills, office management, bookkeeping, accounting, and professionalism.
13. Medical Coding Certificate – Investigate the feasibility of developing a Health Information Technology Associate Degree Program.
14. Implement our new Internship Model in the spring of 2012. The 1st program to be targeted will be Information Technology. Internships connect graduates with placement opportunities.
15. Involve the integrated marketing function to assist with developing, implementing and promoting ideas, and to target and recruit and enrollment of students.