

AGENDA ITEM B3: STUDENT DEVELOPMENT
BOARD RULE 400.0100.00
PLACEMENT RATES BY PROGRAM
JULY 1, 2011 – JUNE 30, 2012 COMPLETIONS
BOARD OF TRUSTEES MEETING: DECEMBER 6, 2012

Presentation of Data

Placement rates for graduates of Belmont College in this report cover the 2011/2012 academic award year. Data are reported by program and grouped in two tables. Table I shows placement rates for associate degree award recipients, and Table II displays placement rates for certificate award recipients.

Students who completed associate degree and certificate program requirements between July 1, 2011 and June 30, 2012 are displayed in Table I, *Placement rates by associate degree program awards* and Table II, *Placement rates by certificate program awards*.

During the 2011/2012 academic year, 285 associate degrees, and 92 certificates were awarded by Belmont College. Placement data were gathered for this report through surveys, email communications, social media, telephone calls, and information provided by academic program chairs. The overall response rate to the post-graduation survey for certificate and associate degree award recipients was 88%.

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	2	50%	0	0%	0	0%
Associate of Science	4	3	75%	1	33%	0	0%
Accounting	15	14	93%	7	50%	5	36%
Building Preservation and Restoration	6	6	100%	6	100%	6	100%
Business Administration and Leadership; Small Business, Entrepreneurship	22	20	91%	17	85%	15	75%
Child Development	11	11	100%	10	91%	9	82%
Civil Engineering	11	9	82%	8	89%	6	67%
Criminal Justice	22	18	82%	14	78%	8	44%
Cyber security, Computer Forensics	7	7	100%	5	71%	4	57%
Electronic Mechanics (Electromechanical Engineering Technology)	1	1	100%	1	100%	1	100%
Emergency Medical - Paramedic	2	2	100%	2	100%	2	100%
Firefighter/Paramedic	1	1	100%	1	100%	1	100%
Industrial Electronics	24	21	88%	18	86%	14	67%
Industrial Trades - HVAC	6	5	83%	4	80%	2	40%
Industrial Trades - Tooling and Machining	1	1	100%	1	100%	0	0%
Industrial Trades - Welding	9	7	78%	7	100%	6	86%
Information Services - Library Paraprofessional	2	2	100%	1	50%	1	50%
Information Technology	24	16	67%	12	75%	5	31%
Medical Assisting	31	29	94%	23	79%	21	72%
Mental Health Technology	14	12	86%	10	83%	6	50%
Office Administration	2	2	100%	1	50%	1	50%
Radiology	7	5	71%	5	100%	5	100%
Registered Nursing	59	53	90%	44	83%	41	77%
Total associate degree program completions	285	247	87%	197	80%	159	64%

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>
Cyber Security	1	1	100%	1	100%	1	100%
Data Processing	2	2	100%	1	50%	1	50%
General Bookkeeping	1	1	100%	0	0%	0	0%
Industrial Trades HVAC Certificate	6	6	100%	5	83%	5	83%
Legal Office Specialist	4	4	100%	2	50%	2	50%
Medical Coding	18	16	89%	8	50%	3	19%
Medical Transcriptionist	5	3	60%	1	33%	0	0%
Office Specialist - Certificate	2	2	100%	1	50%	0	0%
Practical Nursing	50	46	92%	35	76%	29	63%
Industrial Trades Tooling and Machining	1	1	100%	1	100%	1	100%
Welding Certificate	2	2	100%	2	100%	1	50%
Total certificate program completions	92	84	91%	57	68%	43	51%

Data Highlights

1. The overall placement rate for graduates with associate degrees is 80%. The program specific placement rate varies from this. The Belmont College program specific benchmark is 70%.
2. The overall placement rate for graduates with certificates is 68%. It should be noted that of the certificates listed, the curriculum of 7 certificates listed constitutes the first year of one of the associate degrees. Those who earned the associate degree (and, therefore, also the certificate) are not counted in the data in Table II.
3. 79.3% (73 out of 92) of certificates awarded are in the health care field and 35% (100 out of 285) of associate degrees are in the health care field.

Conclusions and Targets for Improvement

1. Investigate automatically conferring the certificate in cases where certificates are embedded within the first year of an associate degree.
2. Investigate developing new short-term certificates and additional career pathways in the health care fields.
3. Utilize the Program Review process to discontinue obsolete programs and certificates.
4. Design, develop and implement a faculty-driven approach to program-specific strategic planning and program development. Train faculty in the use of innovative environmental scanning research methods in order to drive the design, implementation, and evaluation of cutting edge, stackable, market-driven, and short-term certificates and associate degrees.
5. Develop strategic plans for each academic program no later than June 1, 2013.
6. Educate the faculty and employees to use the planning process to drive budgeting and the subsequent allocation of resources to college strategic priorities.
7. Develop a program niche for Belmont College that edges out the competition by attracting new markets, expanding existing markets, and deepening all market penetration.
8. Provide more options for online students: Develop additional gatekeeper general education hybrid course options; develop additional sections of video-conferencing and web-casting

courses; implement online sections of the Building, Preservation and Restoration Architectural History courses online and via compressed disc; explore launching a second technical program totally online.

9. AA/AS degree majors must connect with the Transfer Coordinator as soon as they matriculate into Belmont College so they can be identified, tracked and their needs assessed. Many of our AA/AS students already attend four-year institutions and have come back to the Ohio Valley temporarily. Their needs are diverse and they stay at Belmont for targeted goals and then return to the four-year institutions, some as far as Florida Atlantic University. They are here not just during the summer, but throughout the year. We must better meet the needs of this challenging cohort of students.
10. Develop transfer and articulation pathways between Belmont College and the major public four-year institutions. Investigate partnerships with Ohio State University, Ohio University, Youngstown State University, Kent State University, and The University of Akron.