

2018-19 Certificate or Major Program Evaluation Rubric for Policy 3.6

Certificate or Major Title:

Cluster:

Check all that apply: Certificate 2 year CTE Major (non- transfer) Transfer Major AA-T or AS-T Transfer Major

Supervising Administrator:

Date of Review:

#	Criteria	Inadequate 0 points	Adequate 1 point	Good 2 points	Excellent 3 points	Points
1	Demonstrates significant and meaningful alignment with Strategic Plan Goals and Objectives.	Minimal alignment	Adequate alignment	Pro-active alignment	Significant and meaningful alignment	
2	<p>Articulation and/or Labor Market Demand Articulation with public and private transfer institutions is well established and maintained.</p> <p>OR For CTE certificates and non-transfer CTE majors, labor market need has been demonstrated using labor market demand data (EDD), advisory committees, and other sources. Data could be Sonoma County, regional, or statewide as relevant.</p>	<p>Articulates with only zero/one CSU/UC and/or private university(s).</p> <p>CTE: Labor market need is not demonstrated or is in decline.</p>	<p>Articulates with two CSU/UC campuses.</p> <p>CTE: Projected employment is stable (relatively flat)</p>	<p>Articulates with three CSU/UC campuses.</p> <p>CTE: Projected employment indicates growth.</p>	<p>Articulates with four or more CSU/UC campus or an approved AA-T or AS-T major</p> <p>CTE: Projected employment growth is above the average.</p>	
3	<p>Facilities and equipment, including computer technology and software. The certificate or major has appropriate and current facilities, equipment, and technology to teach all required skills in the certificate/major as relevant to career and technical fields or transfer. Facilities and equipment support student learning and achievement of course and certificate/major SLOs. (PRPP 2.5) (Note: This criterion asks you to reflect students can achieve identified Student Learning Outcomes (SLOs) with existing facilities and equipment. Cosmetic upgrades, such as paint or carpet, should not be considered here.)</p>	<p>Inadequate. Seriously inadequate, in disrepair, unavailable, or significantly below industry and transfer standards.</p>	<p>Adequate, but falls short of industry or transfer standards in some regards.</p>	<p>Good. Overall good, but sometimes lack state-of-the art or most current capabilities.</p>	<p>Excellent. State-of-the art that meets industry and transfer standards.</p>	

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4	Adequate revenue stream. The department (or program/unit) in which the certificate/major is housed has a revenue (income) stream sufficient to cover direct costs and provide a contribution to overhead. To determine this, subtract total expenses from total revenue, to reach the “bottom line,” which may be positive or negative. In the revenue, include any grants, partnerships, and/or entrepreneurial activities, which may not be showing as revenue in the budget.	The program/unit expenses exceed revenues.	The program/unit revenues exceed expenses by up to 25%	The program/unit revenues exceeds expenses by 25% -49%	The program/unit revenues exceed expenses by 50% or more.	
5	Successful certificate/major completion. The average number of awards per year over the last 4 years. Note: When a certificate and major, or two majors (such as TMC and non-transfer) are nearly identical , which is common, combine the number of awards into one total. Data at www.santarosa.edu/prpp	Over the last 4 years, average # awards is 2 or less.	Over the last 4 years, average # of awards 3-9.	Good. Over the last 4 years, average number of awards is 10-29.	Over the last 4 years, average number of awards is 30 or more.	
6	Head count in required core courses (not in lists of electives). Student head count (duplicated) at first census is stable or increasing over the past eight semesters (summers excluded). Minor fluctuations are to be expected. (PRPP 5.1)	Headcount is declining over past 4 years.	Headcount is vacillating and the trend is not readily apparent.	Headcount is remaining stable over past 4 years.	Headcount is showing an upward trend over past 4 years.	
7	Curriculum currency. Course outlines of record have been reviewed and updated within past six years. Curriculum currency available on the PRPP website: www.santarosa.edu/prpp . Recent activity may not be reflected in the data, so correct the data as needed.	Less than 80% of curriculum is current.	80% of curriculum is current.	90% of curriculum is current.	100 % of curriculum is current.	
8	SLO Assessment. Assessments of Student Learning Outcomes for course, certificate and/or major demonstrate efforts to improve student learning within the last three years (or more if desired).	No evidence of efforts to analyze assessment results to improve, or results are more than 6 years in the past.	Adequate effort to analyze assessment results to improve, or to confirm existing practice.	Good effort to analyze assessment results and improve, or to confirm existing practice.	Excellent effort to analyze results and improve, or to confirm existing practice.	
9	Retention. The retention rates (percentage retention from first census to the end of the course with a grade of A, B, C, D, Credit, Pass or Incomplete) are in these ranges in 6 of the 8 past semesters (exclusive of summer). PRPP data 5.6.	Retention rate is 59% less in 6 of the last 8 semesters.	Retention rate is 60% or more in 6 of last 8 semesters.	Retention rate above 70% or more in 6 of last 8 semesters.	Retention rate is 80% or more in 6 of last 8 semesters.	

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10	Enrollment Efficiency (also called Fill Rate) Enrollment efficiency (percentage of seats filled at first census based on class limit) based on the previous 8 semesters, excluding summer.	Enrollment efficiency is below 69% in 4 or more semesters.	Enrollment efficiency is 70% or more for 4 or more semesters.	Enrollment Efficiency is 80% or more for four or more semesters.	Enrollment efficiency is 90% or more for four or more semesters.	

Comments:

Instructions: The department representative and/or supervising administrator may add any comments here to explain or add additional information regarding any of the criteria above, such as:

- Job Placement data, when it is meaningful and available, including data about students who secured jobs, improved skills, or received increased pay due to completing a certificate or major.
- Labor Market projections from sources other than EDD.
- Explanation of the impact of schedule reductions and/or budget cuts.
- Limitations of facilities in terms of class size or ability to expand.
- Newly launched certificate or major that needs more time to become established.
- Fluctuations in the economy that increase/decrease demand temporarily.

Program Evaluation Summary

Total points: _____

Note, the total points inform, but do not determine, the recommendations.

Dean's Recommendation

The Dean may choose from the following recommendations. (Check or X recommendation)

Check or X	Dean's Recommendation
	A. Meets Criteria for Vitality. Overall, certificate/major meets criteria for vitality. Provide a brief explanation. Commendations may be given and areas to work on could be noted below.
	B. Further Information Required. Overall, certificate/major meets most criteria for vitality, but the further information must be provided or questions must be answered before a definitive judgment can be made. List information needed or questions below.
	C. Discontinue certificate/major. Overall, this certificate or major does not meet some critical criteria for vitality and factors are serious enough and clear enough in nature that the program should to be discontinued without further evaluation.
	D. Voluntary Discontinuance. The faculty members in the program/unit are in dialogue or have decided to voluntarily discontinue the certificate/major. If the dialogue is in progress, this should be noted. The supervising administrator will notify the VPAA when the faculty have voted or arrived at consensus to discontinue or not.
	E. Revitalization. The certificate or major is recommended for revitalization. The department chair, program coordinator (if any), and appropriate faculty members will draft a revitalization plan in consultation with the supervising administrator . The plan will include specific outcomes to be achieved, a timeline, and requests for necessary resources. The plan must be submitted to the VPAA by an established deadline.
	F. Other. When none of the above options adequately describe the situation, another follow-up may be recommended.
	G. Evaluation Report Required. A course of action is not clear, and Academic Affairs requires more analysis of options and alternatives before making a recommendation.