June 27, 2014

Faramarz Larizadeh, Chairperson
Business Administration Department
East Los Angeles College
1301 Avenida Cesar Chavez
Monterey Park, CA 91754-6099

Dear Mr. Larizadeh,

The College has completed its process its Comprehensive Program Review. We would like to thank you for all the work you have put into providing the College with detailed information on your programs through the Program Review Self-Evaluation. The following comments, commendations and recommendations are the culmination of a campus-wide validation process that included the Strategic Planning Committee, Educational Planning Subcommittee, Facilities Planning Subcommittee, Technology Planning Subcommittee, Enrollment Management Committee, Learning Assessment Committee, Program Review and Viability Committee and the ELAC Shared Governance Council.

The following comments, commendations and recommendations are provided for incorporation in your annual planning. Each recommendation will need to be addressed in your Annual Update Plan (AUP) due at the end of September 2014. To be clear, these recommendations serve as part of our process for continual quality improvement. Typically, recommendations require planning improvements that will be implemented over time. Through collegial dialog on the recommendations, each department should develop a strategy for addressing the recommendations. The program review AUP allows a department to report on its efforts and identify needed resources. The Office of Institutional Effectiveness and the Program Review and Viability Committee are available to assist departments through this process.

Comments:

The program description does not explicitly link the program to the college mission of transfer in Section 1.2 (as it makes clear in the discussion of degrees and certificates). The list of committees in which the department is involved appears to be incorrect.

Department should follow through on the good ideas identified for outreach to the community.

Commendations:

None
Recommendations:

1) It is recommended that the department work with supervising dean to immediately correct the deficiency where courses required for program completion are not being offered. The department must also perform a more comprehensive trend analysis on all programs and courses in the department to ensure that required are being offered often enough and scheduled to meet student needs. Should this recommendation not be met within one year, the college should initiate viability review of the programs in question.

2) It is recommended that following correction of the aforementioned deficiency that the department continues to report on the technology and facilities needs in the annual update and work with supervising dean to get them met.

3) It is recommended that prior to pursuing new programs, the department ensure all courses required for existing programs are offered.

4) It is recommended that the department work with OIE to study the demand of its numerous programs when using its EMC hours.

5) It is recommended that the department investigate collaboration with other departments on existing and future program requirements outside the department.

6) It is recommended that the department increase involvement in PLOs as they are currently at the “awareness” level for Accounting, Business Management, Computer Science Information Technology, and Real Estate, and at the “deficient” level for Marketing. “Deficient” level means there is no PLO for the Marketing program.

7) It is recommended that the department revise its Program Plan to list goals for existing faculty in the department.

Thank you again for your dedicated work on improving the College and your programs.

Sincerely,

Marvin Martinez
President
East Los Angeles College

cc: L.M. Ramirez, Vice President
P. De La Cerda, Dean