

Fanshawe College

FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

Documentation (Approvals etc...)

Business - Marketing

2019

BMK1 Program Health Tool 2018-19

Fanshawe College

Follow this and additional works at: https://first.fanshawec.ca/cae_business_businessmarketing_documentation

18/19 PROGRAM HEALTH TOOL

Program

BMK1 Business - Marketing
 School: Lawrence Kinlin School of Business

18/19 Total Score

Very Good / 3.89

Overall Summary

	18/19 Score
Exceptional Student Learning Experience	Unsatisfactory / 1.55
Enrolment Management	Very Good / 3.95
Optimize Use of Resources	Exceptional / 5
Total Score	Very Good / 3.89

Criteria	Weight		18/19	Gain/Loss	17/18	16/17	18/19 College Median
Total Score			Very Good / 3.89	↓ -1.8%	Very Good / 3.96	Very Good / 3.82	3.07
Exceptional Student Learning Experience	20%		Unsatisfactory / 1.55	↓ -13.9%	Marginal / 1.8	Unsatisfactory / 1.55	3.00
KPI Student Satisfaction	15%	Value Count Score	70.92 % 92 Unsatisfactory	↑ 6.6%	66.54 % 65 Unsatisfactory	70.44 % 137 Unsatisfactory	78.57%
KPI Graduate Satisfaction	15%	Value Count Score	76.00 % 25 Marginal	↓ -2.7%	78.12 % 32 Marginal	75.00 % 32 Marginal	87.50%
Total KPI Graduation Rate	15%	Value Count Score	47.19 % 231 Unsatisfactory	↓ -14.2%	54.97 % 171 Unsatisfactory	56.70 % 224 Unsatisfactory	75.00%
Graduate Related Employment	15%	Value Count Score	40.00 % 35 Unsatisfactory	↓ -22.7%	51.72 % 29 Marginal	33.33 % 27 Unsatisfactory	65.83%
Program SFS Score	15%	Value Score	4.47 Marginal	↑ 3.7%	4.31 Unsatisfactory	4.53 Marginal	4.56
KPI Graduate Satisfaction Skills	25%	Value Score	79.31 % Marginal	↓ -8.1%	86.27 % Satisfactory	84.46 % Marginal	84.06%
Communication Skills		Value	84.51 %	↓ -3.0%	87.10 %	86.00 %	
Critical Thinking/Problem Solving		Value	82.49 %	↓ -7.5%	89.17 %	81.75 %	
Information Management		Value	71.43 %	↓ -18.0%	87.10 %	84.00 %	
Interpersonal		Value	80.56 %	↓ -10.8%	90.32 %	92.31 %	
Personal		Value	82.52 %	↓ -5.4%	87.20 %	88.35 %	
Numeracy		Value	74.29 %	↓ -12.0%	84.38 %	72.00 %	
Job Specific Skills and Knowledge		Value	72.34 %	↓ -10.1%	80.49 %	84.31 %	
Enrolment Management	40%		Very Good / 3.95	↓ -1.3%	Very Good / 4	Very Good / 3.78	
Domestic Eligible Applicants to Target	10%	Value Score	5.44 Very Good	↓ -11.2%	6.13 Very Good	5.86 Exceptional	4.21
International Eligible Applicants to Target	10%	Value Score	10.25 Exceptional	↑ 1.5%	10.10 Exceptional	7.89 Exceptional	5.81
Domestic First Level Enrolment	10%	Value Score	121 Exceptional	↓ -2.4%	124 Exceptional	125 Exceptional	25.00
International First Level Enrolment	10%	Value Score	53 Exceptional	↑ 71.0%	31 Exceptional	22 Exceptional	11.00
Domestic First Level Count to First Day (<>S)	7.5%	Value Score	1.12 Exceptional	↑ 3.4%	1.08 Exceptional	1.11 Exceptional	1.00
International First Level Count to First Day (<>S)	7.5%	Value Score	1.11 Exceptional	↓ -2.5%	1.14 Exceptional	1.14 Very Good	1.00
Domestic First Level Progression	10%	Value Score	51.67 % Unsatisfactory	↓ -1.4%	52.42 % Unsatisfactory	50.40 % Unsatisfactory	80.63%
International First Level Progression	10%	Value Score	71.70 % Unsatisfactory	↑ 48.2%	48.39 % Unsatisfactory	42.86 % Unsatisfactory	89.74%
Domestic Program Retention	10%	Value Score	102.33 % Exceptional	↑ 13.6%	90.08 % Exceptional	84.73 % Very Good	75.00%
International Program Retention	10%	Value Score	104.21 % Exceptional	↓ -10.4%	116.28 % Exceptional	91.18 % Very Good	75.61%
Domestic Market Share	5%	Value Score	17.90 % Marginal	↓ -7.0%	19.25 % Satisfactory	18.26 % Marginal	21.22%
Optimize Use of Resources	40%		Exceptional / 5	↔ 0.0%	Exceptional / 5	Exceptional / 5	
Total Revenue (thousands)	25%	Value Score	CAN\$ 2940.69 Exceptional	↑ 30.2%	CAN\$ 2258.29 Exceptional	CAN\$ 2308.00 Exceptional	CAN\$ 521.13
PS Grant (thousands)		Value	CAN\$ 903.61	↓ -0.9%	CAN\$ 911.44	CAN\$ 1030.42	
PS Tuition (thousands)		Value	CAN\$ 798.81	↑ 23.5%	CAN\$ 647.04	CAN\$ 685.86	
International Tuition (thousands)		Value	CAN\$ 1238.27	↑ 76.9%	CAN\$ 699.81	CAN\$ 591.72	
Mis/Prog Fee/Coop (thousands)		Value					
Contribution to Overhead	75%	Value Score	66.33 % Exceptional	↑ 7.8%	61.51 % Exceptional	62.50 % Exceptional	40.26%

Unsatisfactory <=1.75

Marginal <=2.5

Satisfactory <=3.25

Very Good <=4

Exceptional >4

