

Fanshawe College

FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

Documentation (Approvals etc...)

Marketing Management

2019

MKM1 Program Health Tool 2018-19

Fanshawe College

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

18/19 PROGRAM HEALTH TOOL

Program

MKM1 Marketing Management
 School: Lawrence Kinlin School of Business

18/19 Total Score

Very Good / 4

Overall Summary

	18/19 Score
Exceptional Student Learning Experience	Satisfactory / 2.55
Enrolment Management	Very Good / 3.72
Optimize Use of Resources	Exceptional / 5
Total Score	Very Good / 4

Criteria	Weight		18/19	Gain/Loss	17/18	16/17	18/19 College Median
Total Score			Very Good / 4	↓ -7.6%	Exceptional / 4.33	Very Good / 3.66	3.07
Exceptional Student Learning Experience	20%		Satisfactory / 2.55	↓ -16.4%	Satisfactory / 3.05	Exceptional / 4.1	3.00
KPI Student Satisfaction	15%	Value Count Score	83.59 % 64 Very Good	↓ -3.7%	86.81 % 36 Exceptional	87.50 % 16 Exceptional	78.57%
KPI Graduate Satisfaction	15%	Value Count Score	66.67 % 6 Unsatisfactory	↓ -20.0%	83.33 % 6 Satisfactory	90.91 % 11 Very Good	87.50%
Total KPI Graduation Rate	15%	Value Count Score	75.00 % 68 Satisfactory	↓ -12.0%	85.25 % 61 Very Good	91.84 % 49 Exceptional	75.00%
Graduate Related Employment	15%	Value Count Score	55.17 % 29 Marginal	↑ 4.2%	52.94 % 17 Marginal	84.62 % 13 Very Good	65.83%
Program SFS Score	15%	Value Score	4.52 Marginal	↓ -0.5%	4.55 Satisfactory	4.47 Unsatisfactory	4.56
KPI Graduate Satisfaction Skills	25%	Value Score	82.53 % Satisfactory	↑ 1.4%	81.39 % Marginal	95.52 % Exceptional	84.06%
Communication Skills		Value	86.81 %	↑ 7.5%	80.77 %	96.67 %	
Critical Thinking/Problem Solving		Value	84.65 %	↓ -1.8%	86.15 %	97.33 %	
Information Management		Value	84.09 %	↑ 21.5%	69.23 %	93.33 %	
Interpersonal		Value	91.30 %	↑ 7.9%	84.62 %	93.33 %	
Personal		Value	89.62 %	↑ 3.6%	86.54 %	100.00 %	
Numeracy		Value	46.34 %	↓ -7.3%	50.00 %	76.92 %	
Job Specific Skills and Knowledge		Value	76.11 %	↓ -3.5%	78.85 %	93.33 %	
Enrolment Management	40%		Very Good / 3.72	↓ -13.5%	Exceptional / 4.3	Very Good / 3.6	
Domestic Eligible Applicants to Target	10%	Value Score	6.24 Exceptional	↓ -26.9%	8.53 Exceptional	8.08 Exceptional	4.21
International Eligible Applicants to Target	10%	Value Score	6.28 Satisfactory	↓ -55.9%	14.22 Exceptional	10.38 Exceptional	5.81
Domestic First Level Enrolment	10%	Value Score	48 Exceptional	↑ 14.3%	42 Exceptional	31 Satisfactory	25.00
International First Level Enrolment	10%	Value Score	121 Exceptional	↓ -4.7%	127 Exceptional	63 Exceptional	11.00
Domestic First Level Count to First Day (<>S)	7.5%	Value Score	1.00 Satisfactory	↓ -7.0%	1.08 Exceptional	0.91 Unsatisfactory	1.00
International First Level Count to First Day (<>S)	7.5%	Value Score	0.98 Marginal	↓ -9.0%	1.08 Exceptional	1.08 Satisfactory	1.00
Domestic First Level Progression	10%	Value Score	87.23 % Very Good	↑ 18.2%	73.81 % Satisfactory	77.42 % Marginal	80.63%
International First Level Progression	10%	Value Score	90.83 % Satisfactory	↓ -5.4%	96.06 % Very Good	93.65 % Very Good	89.74%
Domestic Program Retention	10%	Value Score	76.92 % Satisfactory	↓ -6.4%	82.14 % Very Good	85.59 % Very Good	75.00%
International Program Retention	10%	Value Score	82.29 % Very Good	↑ 13.3%	72.66 % Satisfactory	81.92 % Very Good	75.61%
Domestic Market Share	5%	Value Score	22.87 % Satisfactory	↑ 34.5%	17.01 % Satisfactory	12.15 % Marginal	21.22%
Optimize Use of Resources	40%		Exceptional / 5	→ 0.0%	Exceptional / 5	Very Good / 3.5	
Total Revenue (thousands)	25%	Value Score	CAN\$ 1989.85 Exceptional	↑ 37.7%	CAN\$ 1445.45 Exceptional	CAN\$ 724.43 Exceptional	CAN\$ 521.13
PS Grant (thousands)		Value	CAN\$ 173.34	↑ 14.5%	CAN\$ 151.34	CAN\$ 104.29	
PS Tuition (thousands)		Value	CAN\$ 114.71	↑ 46.5%	CAN\$ 78.29	CAN\$ 68.76	
International Tuition (thousands)		Value	CAN\$ 1686.71	↑ 40.1%	CAN\$ 1204.06	CAN\$ 545.45	
Mis/Prog Fee/Coop (thousands)		Value	CAN\$ 15.09	↑ 28.4%	CAN\$ 11.76	CAN\$ 5.93	
Contribution to Overhead	75%	Value Score	61.12 % Exceptional	↑ 2.6%	59.60 % Exceptional	35.25 % Satisfactory	40.26%

Unsatisfactory <=1.75

Marginal <=2.5

Satisfactory <=3.25

Very Good <=4

Exceptional >4

