

Fanshawe College

## FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

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Documentation (Approvals etc...)

Business - Marketing

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2019

### BMK2 Program Health Tool 2018-19

Fanshawe College

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18/19 PROGRAM HEALTH TOOL

Program

BMK2 Business - Marketing (Co-op)

18/19 Total Score

Very Good / 3.51

School: Lawrence Kinlin School of Business

Overall Summary

	18/19 Score
Exceptional Student Learning Experience	Marginal / 2.24
Enrolment Management	Satisfactory / 2.65
Optimize Use of Resources	Exceptional / 5
<b>Total Score</b>	<b>Very Good / 3.51</b>

Criteria	Weight		18/19	Gain/Loss	17/18	16/17	18/19 College Median
<b>Total Score</b>			<b>Very Good / 3.51</b>	↓ -3.8%	<b>Very Good / 3.65</b>	<b>Very Good / 3.94</b>	3.07
<b>Exceptional Student Learning Experience</b>	<b>20%</b>		<b>Marginal / 2.24</b>	↓ -24.1%	<b>Satisfactory / 2.95</b>	<b>Exceptional / 4.36</b>	3.00
KPI Student Satisfaction	15%	Value Count Score	77.27 % 55 <b>Satisfactory</b>	↓ -1.5%	78.41 % 22 <b>Very Good</b>	85.00 % 5 <b>Exceptional</b>	78.57%
KPI Graduate Satisfaction	15%	Value Count Score	0.00 % 1 <b>Unsatisfactory</b>	↓ -100.0%	100.00 % 1 <b>Exceptional</b>		87.50%
Total KPI Graduation Rate	15%	Value Count Score			13.51 % 37 <b>Unsatisfactory</b>		75.00%
Graduate Related Employment	15%	Value Count Score	83.33 % 6 <b>Very Good</b>	↓ -16.7%	100.00 % 1 <b>Exceptional</b>	100.00 % 1 <b>Exceptional</b>	65.83%
Program SFS Score	15%	Value Score	4.56 <b>Satisfactory</b>	↑ 1.6%	4.49 <b>Satisfactory</b>	4.54 <b>Marginal</b>	4.56
KPI Graduate Satisfaction Skills	25%	Value Score	66.67 % <b>Unsatisfactory</b>	↑ 50.0%	44.44 % <b>Unsatisfactory</b>	100.00 % <b>Exceptional</b>	84.06%
Communication Skills		Value	60.00 %		0.00 %	100.00 %	
Critical Thinking/Problem Solving		Value	56.00 %	↓ -6.7%	60.00 %	100.00 %	
Information Management		Value	100.00 %	→ 0.0%	100.00 %	100.00 %	
Interpersonal		Value	80.00 %		0.00 %	100.00 %	
Personal		Value	65.00 %	↑ 30.0%	50.00 %	100.00 %	
Numeracy		Value	80.00 %		0.00 %	100.00 %	
Job Specific Skills and Knowledge		Value	70.00 %	↑ 40.0%	50.00 %	100.00 %	
<b>Enrolment Management</b>	<b>40%</b>		<b>Satisfactory / 2.65</b>	→ 0.0%	<b>Satisfactory / 2.65</b>	<b>Satisfactory / 2.68</b>	
Domestic Eligible Applicants to Target	10%	Value Score	3.48 <b>Marginal</b>	↓ -3.4%	3.61 <b>Marginal</b>	3.39 <b>Marginal</b>	4.21
International Eligible Applicants to Target	10%	Value Score	9.39 <b>Exceptional</b>	↓ -42.0%	16.20 <b>Exceptional</b>	10.23 <b>Exceptional</b>	5.81
Domestic First Level Enrolment	10%	Value Score	66 <b>Exceptional</b>	↓ -7.0%	71 <b>Exceptional</b>	75 <b>Exceptional</b>	25.00
International First Level Enrolment	10%	Value Score	72 <b>Exceptional</b>	↑ 44.0%	50 <b>Exceptional</b>	31 <b>Exceptional</b>	11.00
Domestic First Level Count to First Day (<>S)	7.5%	Value Score	0.98 <b>Marginal</b>	↓ -1.9%	0.99 <b>Satisfactory</b>	0.99 <b>Marginal</b>	1.00
International First Level Count to First Day (<>S)	7.5%	Value Score	1.02 <b>Very Good</b>	↑ 5.5%	0.96 <b>Unsatisfactory</b>	1.08 <b>Satisfactory</b>	1.00
Domestic First Level Progression	10%	Value Score	66.67 % <b>Unsatisfactory</b>	↓ -3.4%	69.01 % <b>Marginal</b>	61.33 % <b>Unsatisfactory</b>	80.63%
International First Level Progression	10%	Value Score	78.87 % <b>Unsatisfactory</b>	↑ 20.8%	65.31 % <b>Unsatisfactory</b>	80.65 % <b>Marginal</b>	89.74%
Domestic Program Retention	10%	Value Score	16.20 % <b>Unsatisfactory</b>	↓ -2.8%	16.67 % <b>Unsatisfactory</b>	16.46 % <b>Unsatisfactory</b>	75.00%
International Program Retention	10%	Value Score	15.87 % <b>Unsatisfactory</b>	↓ -7.2%	17.11 % <b>Unsatisfactory</b>	11.11 % <b>Unsatisfactory</b>	75.61%
Domestic Market Share	5%	Value Score	17.90 % <b>Marginal</b>	↓ -7.0%	19.25 % <b>Satisfactory</b>	18.26 % <b>Marginal</b>	21.22%
<b>Optimize Use of Resources</b>	<b>40%</b>		<b>Exceptional / 5</b>	→ 0.0%	<b>Exceptional / 5</b>	<b>Exceptional / 5</b>	
Total Revenue (thousands)	25%	Value Score	CAN\$ 1470.35 <b>Exceptional</b>	↑ 32.3%	CAN\$ 1111.35 <b>Exceptional</b>	CAN\$ 1047.73 <b>Exceptional</b>	CAN\$ 521.13
PS Grant (thousands)		Value	CAN\$ 451.80	↑ 0.7%	CAN\$ 448.54	CAN\$ 467.77	
PS Tuition (thousands)		Value	CAN\$ 399.41	↑ 25.4%	CAN\$ 318.42	CAN\$ 311.35	
International Tuition (thousands)		Value	CAN\$ 619.14	↑ 79.8%	CAN\$ 344.39	CAN\$ 268.62	
Mis/Prog Fee/Coop (thousands)		Value					
Contribution to Overhead	75%	Value Score	66.33 % <b>Exceptional</b>	↑ 7.8%	61.51 % <b>Exceptional</b>	62.50 % <b>Exceptional</b>	40.26%

Unsatisfactory <=1.75

Marginal <=2.5

Satisfactory <=3.25

Very Good <=4

Exceptional >4

