

Program Review Executive Summary

Building Construction Technology

Majors Reviewed:

- *Residential Construction Technology and Management, B.S.*
- *Residential Construction Technology and Management: Building Construction Technology Concentration, B.S.*
- *Building Construction Technology, A.A.S.*
- *Residential Builder, Certificate*

2015



The Building Technology program has been successful in offering a kinesthetic approach to both traditional and non-traditional students who desire career opportunities in the residential home building industry. The initial hands-on approach allows the active learner the ability to succeed.

The program has recently reestablished a direct tie to the National Association of Home Builders through its Pennsylvania Builders Association Endorsement. This endorsement will serve as another method of assessing student outcomes and will allow program faculty to reevaluate and modify curriculum and or learning outcomes.

Recently, the building construction majors have shown a steady decline in enrollment. In the past three years, overall enrollment numbers have leveled and the various two-plus-two options have distributed students among many different curriculums, allowing students to customize their experience, which has create a false appearance of enrollment reduction.

Program faculty and advisory board members have been proactive in adapting curriculum to the changing market and emerging technologies. Student outcomes from the first semester through the final semester have been altered, as has the selection of software and instructional aids. The next curriculum revision will be implemented in the Spring 2016 semester. Other proposals will be presented to the College's curriculum committee in the Fall 2015 term.

The program has been successful in creating job placement opportunities for graduates. Data indicates high graduation rates and higher placement rates than those indicated in the prior program review. Increased relationships with alumni have further assisted with placement. The building construction industry has had a shortfall of skilled workers, and these majors serve as an excellent opportunity.

Through the program review process, the need to revise certain courses has become apparent. These revisions include placing more emphasis on "building science" in the student outcomes for courses BCT117 and BCT118 and covering exterior finishing as a standalone course, which may help to ensure better assessment of student learning outcomes.

Lower enrollment necessitates faculty involvement in the marketing efforts for future growth. These include, and are not limited to, information sessions, tours, high school visitations, and community events. Faculty utilizing current resources, such as, Penn College Now and the National Association of Home Builders student chapter may improve recruitment efforts with high schools and potential students. Increased faculty involvement in non-instructional ventures is vital to the program's success.

Recommendations:

- Revise appropriate courses (BCT117 and BCT118) to include greater focus on building science outcomes and coursework.

- Separate roof framing coursework from exterior finish to allow a greater focus on both topics. Preliminary course abstracts are being developed.
- Decrease costs by continuing recycling efforts along with exploring new methods of instruction. Strengthening industry connections may allow for increased instructional donations. The International Builders Show would serve as the location for focus in the next two years.
- Use results of the Pennsylvania Builders Association endorsement test as a means of assessing instructional effectiveness and potential inconsistencies. The test was administered in Fall 2014 and Spring 2015 to incoming students. Comparison data will not be available until Fall 2016.
- Increase faculty involvement in marketing efforts to reestablish a strong enrollment base. The program's relationship to the National Association of Home Builders may serve as a platform for outreach.