Program Review
Executive Summary

Construction Management

Majors Reviewed:

- Construction Management (BCM), B.S.

June 2017
The Construction Management (BCM) program was the first four-year degree offered at Penn College. Classes were first offered in 1992, the first student graduated from the program in December of 1993, and 426 graduates have followed in the years since. With a commitment to a strong underpinning of practical construction management fundamentals supported by heavy doses of business and relevant core coursework, graduates are prepared to enter the industry with a strong foundation.

The viability of our graduates in the “real world” environment is a key benchmark for the program. Strong outcomes are evidenced by senior students’ performance on the Associate Constructor Exam, with scores above the national average for the past nine years. Strong student outcomes are also evidenced by the program’s 100% placement rate, which has been maintained for many years. The follow-up interviews and surveys from alumni regarding career satisfaction and preparedness remain strong as do employer evaluations and feedback.

The Construction Management Association (CMA) is the student organization for those interested in construction management careers. It is a critical component of the success of the department and has facilitated and contributed to many, if not most of, the program’s successful initiatives and activities. Some of the contributions of CMA members include offering discussions about academic and career topics; providing freshmen mentoring and tutoring; assisting with resume and career fair preparation; volunteering during open house; providing tours and answering questions for visitors; representing the program and college at industry events; and connecting students from all four years during social activities. The CMA has proven to be a valuable tool in shaping the culture of the program.

The program is also fortunate to have an industry advisory committee made up of companies of diverse types, sizes, and markets. The individual representatives bring the full spectrum of experience and current practices to bear while monitoring the program and assisting in continuous improvement.

The Construction Management program is in a strong position moving forward with many opportunities to strengthen and broaden the career opportunities available to its graduates. The program review process, outcomes assessment activities, and the changing accreditation standards provide an opportunity to examine the cornerstones of the program and to re-sharpen the focus and content. While the program is proud of graduate placement rates and student performance overall, continued improvement is possible, with a goal to become an even greater asset to the college and the industry.

Toward that end, recommendations for continued success and improvement include:

- Review the current American Council for Construction Education re-accreditation process, standards, and documentation needs to prepare for the next visit in several years.
- Explore the possibility of developing parallel bachelor-degree programs within the department as well as an additional associate degree and several minors.
- Develop a recruitment plan to include advisory committee companies, alumni, current students and industry associations working together in a comprehensive marketing initiative. Explore new technologies, such as tablets and cloud-based construction management systems, and consider a plan for incorporating them into the daily curriculum.