



ALAMO
COLLEGES

PALO ALTO COLLEGE

PROGRAM REVIEW
Academic Programs

Logistics and Supply Chain Management
2012-13 through 2016-17
Submitted 2016-17

*Ronnie Brannon, Sylvia de Hoyos, and Joseph Coppola,
Program Review Team*

*Veronica Rosas-Tatum,
Department Chair*

*Patrick Lee,
Interim Dean*

April 2017

- Texas A & M San Antonio's move to be a four year institutions could cause a decline in PAC enrollment
- Recent funding for enhancements has come from sources other than the institutional budget
- The potential abandonment of the program by leadership in transition to retirement or another career change may stall the growth of the program and have leadership considering the ongoing need of the program.
- If the Logistics Program at Texas A&M takes off and if it is considered as a more suitable destination for incoming students than Palo Alto College, then students may elect to enroll at A&M instead of PAC. Another private institution picking up supply chain and logistics as an undergraduate degree with scholarships would tug heavily on potential enrollment from the workforce as well as high schools.

Program Review Outcomes and Conclusions

1. Recommendations and Five-Year Goals:

- During the next five years, we would like to establish at least five dual credit relationships with high schools to have them feed students into the logistics program at the college.
- Establish strong relationships with community partners that have adult customers so that we might leverage these partners to get more awareness of the program in the community.
- Secure more commitment from industry to support the program in internships and work shadow programs.
- Increase the number of individuals that transfer to 4-year institutions to complete their bachelors in logistics and supply chain.
- Establish a simulation warehouse on campus to get students hands-on experience in logistics and supply chain operations.
- Collaborate with PAC PR to design a marketing outreach effort to entice current logistics employees to consider career advancement through certificate and AAS program offerings.

2. Five-Year Action Plan

- **During the next five years, we would like to establish at least five dual credit relationships with high schools to have them feed students into the logistics program at the college.**
 - A. Collaborate with PAC dual credit office.**
 - B. Work with dual credit advisory committee to promote logistics in local high schools.**
 - C. Strengthen marketing with public relations.**
 - D. Show advisory committee and high school administrators the employability value of certificates and degrees in area.**
 - E. Assess efficacy of the plan.**

- **Establish strong relationships with community partners that have adult customers so that we might leverage these partners to get more awareness of the program in the community.**
 - A. Work with advisory board.**
 - B. Identify prospective community partners where nontraditional student populations frequent.**
 - C. Create marketable materials to give to nontraditional student populations.**
 - D. Develop video marketing.**

- **Secure more commitment from industry to support the program in internships and work shadow programs.**
 - A. Collaborate with advisory board.**
 - B. Identify internship opportunities.**
 - C. Using multiple social media venues.**
 - D. Explore internship and job opportunities**

- **Increase the number of individuals that transfer to 4-year institutions to complete their bachelors in logistics and supply chain.**
 - A. Continue professional development opportunities.**
 - B. Identify improvements to classroom instruction.**
 - C. Engage more individuals within program to discuss transition to 4-year institutions.**
 - D. Bring in TAMUSA to entice transfers.**

- **Establish a simulation warehouse on campus to get students hands-on experience in logistics and supply chain operations.**
 - A. **Identify other institutions who have a simulation warehouse on campus.**
 - B. **Gather research from these institutions to demonstrate value of simulation warehouse.**
 - C. **Use research to write a report demonstrating need for simulation warehouse to provide college administration.**
 - D. **Request simulation warehouse on future resource allocation committee requests.**

- **Collaborate with PAC PR to design a marketing outreach effort to entice current logistics employees to consider career advancement through certificate and AAS program offerings.**
 - A. **Conduct focus groups with prospective applicants to determine marketing preferences.**
 - B. **Collaborate with PR to develop marketing outreach effort.**
 - C. **Assess efficacy of marketing outreach effort.**