Program Review Template

Program Review Questions	Program Review Answers
Internal —	
1. Strengths:	
What do we do well?	•
What do we do better than anybody else?	•
What unique resources do we have that others don't?	•
What do others see as your strengths?	•
2. Weaknesses:	
What factors that are within your control detract from your ability to obtain or maintain a competitive edge?	•
What areas need improvement to accomplish your objectives or compete with your strongest competitor?	•
What do people in your market see as weaknesses?	•
What factors cause you to lose market share?	•
External —	
3. Opportunities:	
What opportunities exist in your market or the environment that you can benefit from?	•
Has there been recent market growth or have there been other changes in	•

the market that create an opportunity? Is the opportunity ongoing, or is there just a window for it (new technologies, changing demographics, industry trends)?	
Is the perception of your program positive--why?	•
4. Threats:	
What obstacles do you face?	•
What are your competitors doing?	•
Is changing technology threatening your position?	•
Do you have unsustainable cost issues?	•
Are quality standards or specifications changing rapidly?	•

Data Sources for Program Reviews

Available on MCC's Web Advisor:

- Student Performance
- Course Data
- Major/Graduation (Degree or Certificate)
- Faculty Data
- Cost Benefit
- Workforce Projections

Available on MCC's SharePoint Assessment of College Effectiveness/Student Learning Outcomes Annual Reports:

- Best Practices & External Trends in your Program/Department
- Analysis of ACE/SLO Data
- Next Steps
- Resources Needed for Next Steps

Online Resources:

- Texas Higher Education Data — http://www.txhighereddata.org/
- U.S. Department of Education, Data & Research — http://www2.ed.gov/rschstat/landing.jhtml
- Baylor Center for Business & Economic Research — http://www.baylor.edu/business/economic_research/
- Greater Waco Chamber of Commerce, Customized Reports — http://wacochamber.com/customized-reports/
- Office of the State Demographer — http://osd.texas.gov/
- U.S. Census Bureau — http://www.census.gov/#
- Texas Association of Community Colleges, Data & Information — http://www.tacc.org/pages/data-and-info
- American Association of Community Colleges, Data Points — http://www.aacc.nche.edu/Publications/datapoints/Pages/default.aspx

MCC's Office of Institutional Research and Effectiveness:

- **Report request form — https://docs.google.com/forms/d/1ojLdulvrdU7HoU6qTtrEUa2ihD52pwGFLHib6Q6ET4Q/viewform**

How long does it take to complete a data request?

To ensure accuracy it takes three weeks to complete and thoroughly review a data request. This timeframe can be adjusted for special circumstances, such as grant deadlines, legislative requests and other high priority requests. Note that our office has many of the most commonly requested figures available on our publications page.

What type of information can the Office of Institutional Research provide?

Official Enrollment Information
Graduation and Retention Rates
Faculty Headcount
Historical Data
Course Information
Degrees Conferred
Other Statistical Data

How does the data request process work?

After your request is submitted you will receive a confirmation page with the request number. This number will be used to track the request throughout the process. Next an email will be sent as a follow up to let you know the request has been received. The request is then assigned to an analyst who may need to follow up with you regarding the request should any questions arise.