

Appendix A

PROPOSAL REQUEST FORM Request to Initiate a Program Revitalization or Discontinuance Process

The following program may be a candidate for Program Revitalization or Discontinuance.

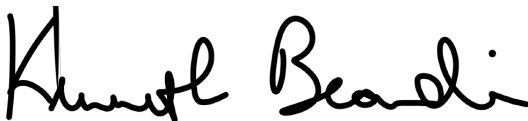
Program Name:	Retail Management
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Program Vitality Process

A program may be brought to the Program Vitality Committee at any time. It may be brought to the committee by a faculty member, chair, advisory committee, student, dean, CIO, or other concerned individuals. If a program has concerns regarding its present and future vitality, it may request the committee's assistance for a deeper review. Recommendations will be communicated in writing for review by the Academic Senate and Curriculum Committee and transmitted to the President by the CIO or CSSO.

Check the multiple indicators that prompt the initiation of a Program Revitalization or Discontinuance Process. Attach the program's most recent Unit Plan and Program Review to this proposal request. Include other pertinent information as needed.

√	MULTIPLE INDICATORS (please check multiple indicators below and be prepared to explain each)
X	Weak enrollment trend
	Insufficient availability of courses for students to complete the program within its stated duration
	Poor retention within courses
	Poor term-to-term persistence for those students in courses in the major
X	Changes in the job market
X	Changes in community/student needs or interests
	Change in transfer requirements
	Diminished outside funding resources
	Program creates financial hardship for the institution
	Lack of available qualified program personnel
	Outdated curriculum
	Outdated equipment
	Outdated facilities
	Lack of full-time faculty leadership
X	Other



 Signature of Proposal Initiator

May 1, 2025

 Date

Kenneth Bearden
 Printed Name of Proposal Initiator

May 1, 2025
 Date

The future of the Retail Management program was a topic of significant discussion during our last program review cycle. It is surprising to us, therefore, how we never included it in the document. We wish to correct that now by discontinuing the Retail Management certificate program.

To broaden career options for our students and simplify degree pathways, we investigated whether the AS in Management would better serve students as a replacement for the narrow focus of the AS in Retail Management. Research included interviews with the largest regional retail hiring managers. These discussions revealed no employer preference between the two degrees. Given that an AS in Management qualifies students for the same retail career opportunities while also opening doors to additional career options, we concluded that deleting the AS in Retail Management would increase student career options and simplify degree pathways. This is in the best interest of students and the department.