

MERCED
COLLEGE



Merced College Program Investigation Committee: Virtual Office

Prepared by the Office of Institutional Effectiveness
Monday, March 9, 2026





Overview

- Program Investigation Policy (Title 5, AP)
- Program Description
- Outcomes
- Interest
- Comparable programs



Program Investigation Policy

- [Title 5, § 51022](#) (a): “The governing board shall adopt and carry out its policies for the establishment, modification, or discontinuance of courses or programs.”
- [MCCCD AP 4021](#)
 - Discussion of program discontinuance must include all stakeholders potentially affected by the decision.
 - Three potential outcomes of the Program Discontinuance process:
 - **Continue** (including listing intervention strategies to support program)
 - **Continue with qualification** (may include introducing a certificate of completion, substantial change)
 - **Discontinue** (including plan to address impacted stakeholders and timelines)
 - Co-chairs will produce a written report, including research findings and recommendations
 - Academic Senate makes final determination, followed by any appropriate curricular action by the Curriculum Committee



Program Investigation Policy

- [MCCCD AP 4021](#) (*Excerpt*):

- **Quantitative Indicators**

- The list of quantitative indicators is long. Any and/or all of these quantitative indicators need to be reviewed to inform the discussion on program discontinuance. **They include, but are not limited to:**
 1. The projected demand for the program in the future.
 2. The persistence of students in the program.
 3. Weak enrollment trends over a sustained period of time.
 4. Insufficient frequency of course section offering
 5. Poor term to term persistence (significantly below the college average) of students within the program.
 6. Poor retention or success rates (significantly below the college average) of students.
 7. Productivity in terms of the FTEs (actual) per FTEF ratio (the version of WSCH/FTE that takes enrollment activity for all attendance types into consideration).
 8. Number of graduates from the program (where applicable).
 9. Diversity issues: For example, has the ethnic distribution of department enrollees become more reflective of the overall student body over time?
 10. When the discipline is being considered for termination: The decline in importance of service to those in related programs must be considered.

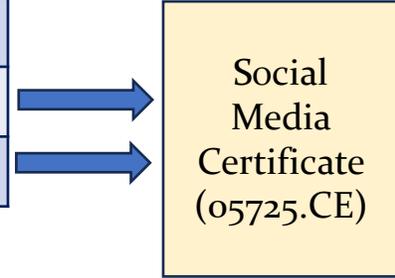


Virtual Office Program

“A Virtual Office Professional is an independent entrepreneur providing administrative, creative and/or technical services.” - MC Catalog

- Currently, in the [2025-26 Catalog](#):
 - There’s 1 14-unit program: [Virtual Office Professional Certificate \(05800.CE\)](#)

Course	Title	Course Frequency
VIRT-50	Virtual Office (3)	Last Term: 2024S
VIRT-51	Social Media (3)	All Terms Since 2023F
VIRT-55	Social Media Marketing + Strategy (3)	Primary Terms



- AOM-58A: Website Development (2) + AOM-30: Intro to Computer Applications (3)
- VIRT courses include not offered in recent terms:
 - VIRT-52: Intro to Desktop Publishing (3) Last offered: 2015S
 - VIRT-53: Effective Blogging (0.5) Last offered: 2015F
 - VIRT-54: Podcasting (0.5) Last offered: 2016F
 - VIRT-56: Intro to SEO (1) Last offered: 2017F





PSLOs – Virtual Office (CE) (05800.CE)

- [Virtual Office \(CE\) \(05800.CE\)](#)
 - A. Use advanced technological modes of communication and data delivery to assist clients in their virtual office on a contractual basis.
 - B. Construct a virtual office business plan in order to create and manage a virtual office
 - C. Utilize appropriate social media for clients and their own business.
 - D. Use web page design knowledge to create web sites for clients and their own business.



Outcomes: Current VIRT Courses (2019-20 to 2024-25)

Virtual Office Course	Item	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25
VIRT-50 Virtual Office	Enrollment	30	21	21	27	16	-
	N of Sections	2	2	2	2	1	-
	CCR	76.67%	76.19%	85.71%	92.59%	93.75%	-
	CSR	66.67%	61.90%	71.43%	66.67%	75.00%	-
	FTES	3.00	2.20	2.10	2.60	1.60	-
VIRT-51 Social Media	Enrollment	90	115	128	81	92	139
	N of Sections	4	6	6	5	4	6
	CCR	94.44%	86.09%	92.97%	87.65%	96.74%	87.05%
	CSR	90.00%	74.78%	71.88%	71.60%	71.74%	61.15%
	FTES	9.30	11.50	13.20	8.50	9.30	13.80
VIRT-55 Social Media Marketing + Strategy	Enrollment	57	39	58	75	98	54
	N of Sections	2	2	2	2	2	2
	CCR	70.18%	97.44%	93.10%	90.67%	95.92%	94.44%
	CSR	43.86%	76.92%	68.97%	50.67%	42.86%	61.11%
	FTES	5.60	3.90	5.70	7.60	9.80	5.40



VIRT-51/55 are offered in 2025-26.



Outcomes: Virtual Office Awards (2018-19 to 2025F)

	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	2025F	Total
Virtual Office (CE)	5	11	14	10	9	8	2	1	60
Social Media (CE)	9	14	15	16	11	13	6	0	84

- 60 students earned a separate award, totaling 307

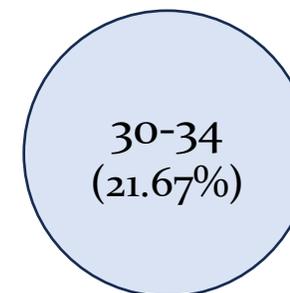
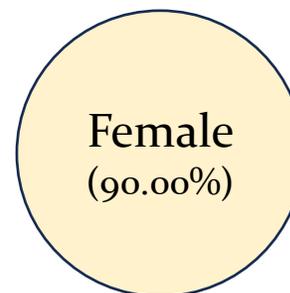
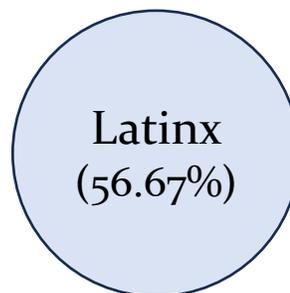
- Multiple awardees:

- 1 student earned additional 20 awards
- 3 students earned 11 awards
- 30 earned between 5-8 awards, and
- 26 earned between 1-4 awards

- Common awards:

- Social Media (CE) was the most popular award in addition to VIRT (N: 57).
3 VIRT students didn't receive a Social Media certificate)
- AOM-like awards made a vast majority (N: 162 awards for 7 distinct programs)

- Timeframe: 2006-07 to 2025F



VIRT Awardee Demographics





Interest at MCCD

- In examining CCCApply Application data:

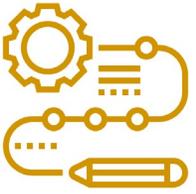
Award Type	CY 2022	CY 2023	CY 2024	CY 2025
Virtual Office (CB)	4	10	4	5

- As of Monday, 02 March 2026



Comparable Programs

- 3 California Community Colleges (CCC) have an active Virtual Office-related program with either 0514.00 (Office Technology/Office Computer Applications) or 0514.40 (Office Management) TOP Code
 - Long Beach + 0514.00 TOP Code:
 - Administrative Assistant, Virtual Support Certificate
 - Administrative Assistant, Virtual Support AS
 - Santa Ana + 0514.00 TOP Code: Remote Technology for Virtual Professionals Certificate
 - American River College (Sacramento) + 0514.40 TOP Code
 - Virtual Office Professional Certificate
 - Virtual Administrative Professional AA



Next Steps

- Members can request additional information, as appropriate
- For LMI: Identify the SOC code(s) that best matches:
 - 43-1011 First-Line Sup/Managers of Office and Administrative Support Workers
 - 43-6011 Executive Secretaries and Administrative Assistants
 - 43-6014 Secretaries, Except Legal, Medical, and Executive
- The final determination as to the viability of the Virtual Office Program at Merced College lies with the Program Investigation committee.
 - **Continue** (including listing intervention strategies to support program)
 - **Continue with qualification** (may include introducing a certificate of completion, substantial change)
 - **Discontinue** (including plan to address impacted stakeholders and timelines)
- Discussion of program discontinuance may include parties potentially affected by the decision including faculty, staff, administrators, students, potential employers, and the community.
- OIE is continuously trying to improve its data/information-sharing approaches. Contact research@mccd.edu to follow-up.