Table 4.1 - Standard 4 Student Learning Assessment									
Use this table to supply data for Criterion 4.1.									
Performance	Provide assessments results for each program, concentration, specialization, etc. accredited or to be accredited. You must								
Indicator	have direct, summative, formative and comparative results.								
1. Student Learning Results	A student learning outcome is one that measures a specific competency attainment. Examples of a direct assessment (evidence) of student learning attainment that might be used include: capstone performance, third-party examination, faculty-designed examination, professional performance, licensure examination). Add these to the description of the measurement instrument in column two: Direct - Assessing student performance by examining samples of student work Indirect - Assessing indicators other than student work such as getting feedback from the student or other persons who may provide relevant information. Formative - An assessment conducted during the student's education. Summative - An assessment instrument that was developed within the business unit. External - An assessment instrument that was developed outside the business unit. Comparative - Compare results to external students using data from the U.S. Department of Education Research and Statistics, or results from a vendor providing comparable data. Internal comparative data may be between classes, online and on ground classes, professors, programs, campuses, etc.								
	Analysis of Results								
Student Learning Results for the Individual Business Programs are on the following pages.									

	Analysis of Results					
Performance Measure: For each assessment, identify the following - 1. Academic Program, 2. Student Learning Outcome, 3. Measurable Goal	What is your measurement instrument or process? Do not use grades. Indicate type of instrument (e.g. direct, formative, internal, comparative)		_	Action Taken or Improvement Made: What did you improve or what is your next step?	Provide a graph or table of resulting trends (3-5 data points preferred)	
Program: AAS in Accounting SLO: Demonstrate the use of a commercial software package. 2022 Goal:90% of students will earn at least 80% on the QuickBooks Project.	In Accounting for Software Applications 101-154, students complete an accounting software project for a month of business transactions and activities. They are assessed by analyzing and recording business transactions, preparing adjusting entries and the trial balance utilizing accounting software (QuickBooks). The project is completed by preparing accurate financial reports. This is a direct, summative and internal assessment.	The goal was met in the 2018-2022 academic years.	The course is designed sufficiently to consistently meet this learning objective.	In FY23, this course will be changed from 101-154 using QuickBooks Desktop to 101-128, which will use the QuickBooks online version as the online version is more widely used in practice. The new course will be increased to 3 credits. Faculty will monitor progress, as completing the project may be more difficult in QuickBooks Online.	100% 90% 80% 70% 60% 50% 18 19 20 21 22 n=67 n=49 n=109 n=70 n=53	
Program: AAS in Accounting SLO: Prepare basic payroll journal entries, related reports and filings. 2022 Goal: 90% of students will earn at least 80% on the Comprehensive Payroll Project.	Students compute the employee's wages of a company for one quarter. They are also required to calculate the deductions and net pay of the	In 2022, 88% of students assessed met the criteria so the goal was not met.	The course is designed sufficiently to meet this learning objective.	For FY23, Accounting faculty will assess students' progress throughout the course, and provide support and encouragement to successfully complete the assignment, with the objective of raising overall achievement.	100% 90% 80% 70% 60% 50% 18 19 20 21 22 n=73 n=82 n=40 n=39 n=33	

	Analysis of Results						
Performance Measure: For each assessment, identify the following - 1. Academic Program, 2. Student Learning Outcome, 3. Measurable Goal	What is your measurement instrument or process? Do not use grades. Indicate type of instrument (e.g. direct, formative, internal, comparative)			Action Taken or Improvement Made: What did you improve or what is your next step?	Provide a graph or table of resulting trends (3-5 data points preferred)		
Program: AAS - Administrative Professional SLO: Demonstrate effective workplace communications. Goal: 85% of the students will earn 100% on the demonstration of effective communication in the capstone activity. Prior Goal: 80% of the assessed learners will meet 100% of the assessment criteria.	In 106-020, Administrative Services Internship II, students participate and complete a 36-hour internship. The employer completes a student evaluation, and the student completes a final project to be presented to the instructor. In the student's report they describe how effective workplace communications occurred. The student's internship supervisor will be asked to evaluate the following criteria related to communication: correct document format; editing and proofreading documents; attention to detail; accurate business communications; and the ability to write, speak, and listen effectively. This is a direct, summative and internal assessment.	This goal has been achieved each of the last five years.	Although the goal has been achieved, Faculty believes in ongoing quality improvement. Our current quality objective is 85%; Faculty believes the department could increase the quality objective and still obtain favorable results.	Faculty will review methods or instructions strategies to potentially increase the threshold for 2023.	100% 90% 80% 70% 60% 50% 18 19 20 21 22 n=8 n=20 n=20 n=11 n=4		
Program: AAS - Administrative Professional SLO: Model professionalism in the workplace. Goal: 85% of the students will earn 100% on the modeling of professional behaviors in the capstone activity. Prior Goal: 80% of the assessed learners will meet 100% of the assessment criteria.	summarize how professionalism was	This goal has been achieved each of the last five years. 2022 was the first year 100% of the students met the goal.	Same as above	Same as above	100% 90% 80% 70% 60% 50% 18 19 20 21 22 n=8 n=20 n=20 n=11 n=4		

	Analysis of Results						
_	What is your measurement instrument or process? Do not use grades. Indicate type of instrument (e.g. direct, formative, internal, comparative)		_	Action Taken or Improvement Made: What did you improve or what is your next step?	Provide a graph or table of resulting trends (3-5 data points preferred)		
Program: AAS - Business Management SLO: Plan the operations of a business across functional areas. Goal: 85% of students will earn at least 82% on the Business Concept Section of the business plan rubric.	In Business Decision Management 102-196, in the Business Concept section of the Business Plan, students are responsible for: identifying and organizing all of the basics of planning a new business including identifying a new product or service and identifying the environment including the competitive environment. This document is the artifact of this class. This is a direct, summative and internal assessment.	This goal has been achieved each of the last five years.	Most of the students meet this objective with high scores.	The minimum threshold will be increased to 83% in 2023.	100% 90% 80% 70% 60% 50% 18 19 20 21 22 n=83 n=118 n=73 n=111 n=105		
Program: AAS - Business Management SLO: Organize resources to achieve the goals of the organization. Goal: 85% of students will earn at least 82% on the Market Identification Section of the business plan rubric.	In Business Decision Management 102-196, in the Market Identification and Marketing plan section of the Business Plan, students are responsible for: Identifying the target market, demographics, geographics and psychographics of that market, and identifying the marketing plan to reach that market, including delivery formats. This document is the artifact of this class. This is a direct, summative and internal assessment.	This goal has been achieved each of the last five years.	Most of the students meet this objective with high scores.	The minimum threshold will be increased to 83% in 2023.	100% 90% 80% 70% 60% 50% 18 19 20 21 22 n=83 n=118 n=73 n=111 n=105		

	Analysis of Results					
Performance Measure: For each assessment, identify the following - 1. Academic Program, 2. Student Learning Outcome, 3. Measurable Goal Program: AAS - Graphic Communications SLO: Apply the principles of design to develop strategic marketing and communication products and services. Goal: 85% of the assessed learners will meet all assessment criteria. Prior Goal: 80% of the assessed learners will meet all assessment criteria.	type of instrument (e.g. direct, formative, internal, comparative) In Applied Exit Strategies, 204-142, students learn about a variety of design products including but not limited to layout, illustration, web	What are your current results? Overall, 96% of students assessed met the criteria in 2021-2022.	Analysis of Results: What did you learn from	Action Taken or Improvement Made: What did you improve or what is your next step?	Provide a graph or table of resulting trends (3-5 data points preferred) 100% 90% 80% 70% 60% 18 19 20 21 22 n=32 n=29 n=28 n=35 n=25	
Program: AAS - Graphic Communications SLO: Demonstrate proficiency in the use of design software, tools, and technology. Goal: 85% of the assessed learners will meet all assessment criteria. Prior Goal: 80% of the assessed learners will meet all assessment criteria.	students will learn a variety of software tools including but not limited to layout, illustration, web design, photo	assessment met the criteria in 2022.	The program will focus on portfolio and job search skill improvement.	The faculty will explore methods of external review of portfolios by employers as part of our annual design show.	100% 80% 70% 60% 50% 18 19 20 21 22 n=32 n=29 n=28 n=35 n=25	

	Analysis of Results						
Performance Measure: For each assessment, identify the following - 1. Academic Program, 2. Student Learning Outcome, 3. Measurable Goal Program: AAS in Leadership Development SLO: Utilize quality strategies and tactics. 2022 Goal: 90% of assessed learners will meet all assessment criteria. Prior Goal: 80% of assessed learners will meet all assessment criteria.	What is your measurement instrument or process? Do not use grades. Indicate type of instrument (e.g. direct, formative, internal, comparative) In 196-192 Managing for Quality, the instrument of measure is a MSSC Certification exam at the end of the course. This is a direct, summative and external assessment.	What are your current results? 100% of students assessed met the criteria in 2022. The prior goals were met in the	Analysis of Results: What did you learn from	Action Taken or Improvement Made: What did you improve or what is your next step? The faculty will create a Capstone Case Study that meets all program outcomes in a single course collection point. Therefore, the outcomes will be assessed with more experienced students and increase the credibility of the data collected.	Provide a graph or table of resulting trends (3-5 data points preferred) 100% 90% 80% 70% 60% 50% 18 19 20 21 22 n=41 n=46 n=30 n=27 n=14		
Program: AAS in Leadership Development SLO: Apply human resource policies and procedures. 2022 Goal: 90% of assessed learners will meet all assessment criteria. Prior Goal: 80% of assessed learners will meet all assessment criteria.	In 196-193 Human Resources, students are assessed with a written demonstration of the students' knowledge of the performance review process. This is a direct, summative and internal assessment. The instrument of measure is an assignment in the final week that details the understanding and applications of a specific Human Resource Policy.	100% of students assessed met the criteria in 2022. The prior goals were met in the years 2018-2021, so the goal was increased.	See above	See above	100% 90% 80% 70% 60% 50% 18 19 20 21 22 n=77 n=48 n=94 n=48 n=14		

	Analysis of Results						
Performance Measure: For each assessment, identify the following - 1. Academic Program, 2. Student Learning Outcome, 3. Measurable Goal	What is your measurement instrument or process? Do not use grades. Indicate type of instrument (e.g. direct, formative, internal, comparative)		_	Action Taken or Improvement Made: What did you improve or what is your next step?	Provide a graph or table of resulting trends (3-5 data points preferred)		
Program: AAS in Marketing SLO: Develop strategies to anticipate and satisfy market needs. 2022 Goal: 90% of assessed learners will meet all assessment criteria.	In Marketing Management 104-172, the students' ability to develop strategies to anticipate and satisfy market needs will be assessed in the comprehensive marketing plan by the following: The learner will identify target markets, the group most likely to purchase the product, and the learner will identify needs that are met with a specific good or service solution in the marketing plan. This is a direct, summative and internal assessment.	The goal was met in 2022. The increased goal of 90% was not met in 2021.	Students need to do a better job anticipating market needs.	Instructor(s) teaching 10-104-172 provided a bullet listing of factors and descriptors that should be included when writing about the new product offering in. This includes features, benefits, competitive advantage, packaging, and product line (sizes, colors, and the like).	100% 90% 80% 70% 60% 50% 18 19 20 21 22 n=19 n=16 n=5 n=15 n=13		
Program: AAS in-Marketing SLO: Promote products, services, images, and/or ideas to achieve a desired outcome. 2022 Goal: 90% of assessed learners will meet all assessment criteria	In Marketing Management, 104-172, students will apply promotion strategies as part of the marketing mix within the comprehensive marketing plan. The learner will identify the proper promotional strategies and tools to use as part of the promotional mix in the marketing plan. This is a direct, summative and internal assessment.	The goal was met in 2022. The increased goal of 90% was not met in 2021.	The marketing plan product is an area to stress this upcoming year as students need to further develop products by offering more descriptions.	Instructor(s) teaching 104- 172 will provide models of excellent work and unacceptable work for the promotion strategy portion of the marketing plan.	100% 90% 80% 70% 60% 50% 18 19 20 21 22 n=19 n=16 n=5 n=15 n=13		

	Analysis of Results						
Performance Measure: For each assessment, identify the following - 1. Academic Program, 2. Student Learning Outcome, 3. Measurable Goal Program: AAS in Professional Communications SLO: Plan for a communication project. Goal: 80% of the students will earn 100% on the plan.	What is your measurement instrument or process? Do not use grades. Indicate type of instrument (e.g. direct, formative, internal, comparative) In 699-116, Professional Communications Portfolio, students will complete a paper or web portfolio, which will include an introductory page, resume page, class samples, personal writing samples, and recognitions to show fulfillment of the course criteria. For this outcome, performance criteria are the following: audience analysis, client expectations, identified goals and measurements, required schedule and resources, research findings and interpretation. This is a direct, summative and internal assessment.	What are your current results? The goal was met in all years except 2020. Plans were put in place in 2020 to better support students as courses were moved online.	Analysis of Results: What did you learn from your results? The Faculty learned in 2020 they should put	Action Taken or Improvement Made: What did you improve or what is your next step? Instructors will manage all aspects of the communication project by providing practice working in groups to complete communication projects and will add an additional group assignment.	Provide a graph or table of resulting trends (3-5 data points preferred) 100% 90% 80% 70% 60% 50% 18 19 20 21 22 n=3 n=5 n=7 n=5 n=5		
Program: AAS in Professional Communications SLO: Create a communication project. Goal: 80% of students will earn 100% on the Create a Communication Product outcome in the TSA scoring guide.	In 699-116, Professional Communications Portfolio, students will complete a paper or web portfolio. For this outcome, performance criteria are the following: accurate, ethical, and detailed information; organized logically; uses appropriate style and diction; recognizes a multicultural audience; and incorporates research findings. This is a direct, summative and internal assessment.	The goal was met in all 5 years.	See above	See above	100% 90% 80% 70% 60% 50% 18 19 20 21 22 n=3 n=5 n=5 n=5		

	Analysis of Results					
Performance Measure: For each assessment, identify the following - 1. Academic Program, 2. Student Learning Outcome, 3. Measurable Goal	What is your measurement instrument or process? Do not use grades. Indicate type of instrument (e.g. direct, formative, internal, comparative)		_	Action Taken or Improvement Made: What did you improve or what is your next step?	Provide a graph or table of resulting trends (3-5 data points preferred)	
Supply Chain Management SLO 2022: Implement Supply Management practices in a global environment. Goal: 90% of assessed learners will meet all assessment criteria. Prior Goal: 80% of students will meet all assessment criteria.	Management, students evaluated		· ·	The faculty plans a careful review of the assessment artifact for the specified assignment in Global Supply Chain Management, and moving the assessment to Global Supply Chain Management, which would place the outcome in the correct class.	100% 90% 80% 70% 60% 50% 40% 2020 Spring Fall 21 22 n=7 21 n=20 n=23 n=10	
Supply Chain Management SLO: Demonstrate operations management techniques across product and service industries. Goal: 90% of assessed learners will meet all assessment criteria. Prior Goal: 80% of students will meet all assessment criteria.	a final project. This learning objective	met the criteria in 2022, so the goal was met.	The objective was met as 100% of the students met the 2022 goal.	-	100% 90% 80% 70% 60% 50% 40% Spring 21 Fall 21 2022 n=12 n=4 n=8	