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| **Assurance of Student Learning****2023-2024** |
| *CEBS* | *School of Leadership & Professional Studies* |
| *Workforce Administration 739* |
| *Said Ghezal* |

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| ***Use this page to list learning outcomes, measurements, and summarize results for your program. Detailed information must be completed in the subsequent pages.*** |
| **Student Learning Outcome 1:**  Students will demonstrate foundational knowledge in business management. |
| **Instrument 1** | **WFA 300 course project** |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.** | **Met** | **Not Met** |
| **Student Learning Outcome 2:**  Student will demonstrate competency in building and sustaining strong business reputation. |
| **Instrument 1** | **WFA 347 course project** |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.** | **Met** | **Not Met** |
| **Student Learning Outcome 3:**  Students will demonstrate competency in problem-solving skills and decision-making. |
| **Instrument 1** | **WFA 443 course project** |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.** | **Met** | **Not Met** |
| **Program Summary (Briefly summarize the action and follow up items from your detailed responses on subsequent pages.)**  |
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| **Student Learning Outcome 1** |
| **Student Learning Outcome**  | Students will demonstrate foundational knowledge in business management. |
| **Measurement Instrument 1**  | **The WFA 300 course project allows students to demonstrate their understanding of the planning function of the business enterprise.**  |
| **Criteria for Student Success** | The expectations are to have a pass rate of 70% of the sample on the course project and 70% pass rate on each dimension of the rubric (rubric attached). |
| **Program Success Target for this Measurement** | 70% | **Percent of Program Achieving Target** | 90%. |
| **Methods**  | A random sample of 30% of the course projects (6 projects) were evaluated.  |
| **Based on your results, highlight whether the program met the goal Student Learning Outcome 1.** | **Met** | **Not Met** |
| **Actions** (Describe the decision-making process and actions for program improvement. The actions should include a timeline.) |
| **The students were assigned weekly readings and discussions that walked them through the different phases of the planning process. These assignments were discussed and debated as a class. A different written assignment was then due each week to apply what was learned from the weekly discussions and readings. At the end of the term, students found the course project, which is the measurement instrument for this learning objective, as a culmination and synthesis of what they had learned from the weekly assignments, which helped them apply course concepts to their final project.****We plan on keeping the same approach for the coming terms.**  |
| **Follow-Up** (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.) |
| **Follow up with different students will occur next assessment cycle (Spring 2024).** |
| **Next Assessment Cycle Plan** (Please describe your assessment plan timetable for this outcome) |
| **Spring 2025**s |

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| **Student Learning Outcome 2** |
| **Student Learning Outcome**  | Student will demonstrate competency in building and sustaining strong business reputation. |
| **Measurement Instrument 1** | **The WFA 347 course project provides students with an opportunity to demonstrate their understanding of customer service and relationships.** |
| **Criteria for Student Success** | The expectations are to have a pass rate of 70% of the sample on the course project and 70% pass rate on each dimension of the rubric (rubric attached). |
| **Program Success Target for this Measurement** | 70% | **Percent of Program Achieving Target** | 80% |
| **Methods**  | A random sample of 35% the course projects (6 projects) were evaluated. |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.** | **Met** | **Not Met** |
| **Actions** (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.) |
| **The measurement instrument consisted of developing a survey instrument for customers’ feedback that would measure customer satisfaction.** **Students were instructed to develop survey items that reflect their understanding of the process of building lasting customer relationships.** **In addition, students were requested to write a reflection narrative explaining their approach to developing the survey instrument.** **Students often expressed their satisfaction with going through the concepts by discussing them as a class on a weekly basis and applying those same concepts to weekly case studies. This approach helped them work on the survey by developing items that addressed all concepts learned from the course.** **We plan on keeping the same approach for the coming terms.** |
| **Follow-Up** (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.) |
| **Follow up will occur next assessment cycle (Spring 2025) with a different group of students.** |
| **Next Assessment Cycle Plan** (Please describe your assessment plan timetable for this outcome) |
| **Spring 2025**. |

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| **Student Learning Outcome 3** |
| **Student Learning Outcome**  | Students will demonstrate competency in problem-solving skills and decision-making.  |
| **Measurement Instrument 1** | **The WFA 443 course project walks students through the steps of problem-solving using a 9-step model.** |
| **Criteria for Student Success** | The expectations are to have a pass rate of 70% of the sample on the course project and 70% pass rate on each dimension of the rubric (rubric attached). |
| **Program Success Target for this Measurement** | 70% | **Percent of Program Achieving Target** | 90% |
| **Methods**  | A random sample of 50% of the course projects (7 projects) were evaluated. |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.** | **Met** | **Not Met** |
| **Actions** (Describe the decision-making process and actions for program improvement. The actions should include a timeline.) |
| **The instrument is about problem-solving and decision-making in a project management environment. Students are exposed during the term to the process from a request for a proposal to winning a bid to delivering the project. The final project that measures the learning outcome is broken down into weekly projects with goals of using tools that keep a project on track, planning for resources, assessing risk, and making informed decisions.** **The approach of breaking the final project into weekly small projects worked well with students for this type of assignments.****We plan on keeping the same approach for the coming terms.** |
| **Follow-Up** (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.) |
| **Follow up will occur next assessment cycle (Spring 2025) with a different group of students.** |
| **Next Assessment Cycle Plan** (Please describe your assessment plan timetable for this outcome) |
| Spring 2025. |

**CURRICULUM MAP TEMPLATE**

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|  | **Program name:** |  | Workforce Administration (739) |
|  | **Department:** |  | School of Leadership & Professional Studies |
|  | **College:** |  | College of Education and Behavioral Sciences |
|  | **Contact person:** |  | Said Ghezal |
|  | **Email:** |  | Said.Ghezal@wku.edu |
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|  |  |  | **Learning Outcomes** |  |  |
| **Course Subject** | **Number** | **Course Title** | **LO1:** | **LO2:** | **LO3:** |
| Key: Introduced (I), Reinforced (R), Mastered (M), Assessed (A) |  |  | Students will demonstrate foundational knowledge in business management. | Students will demonstrate competency in building and sustaining a strong business reputation. | Students will demonstrate competency in problem-solving skills and decision-making. |
| WFA | 300 | Workforce Administration and Practice | R/M/A |  |  |
| WFA | 346 | Workforce Resource Development | R/M |  |  |
| WFA | 347 | Workforce Linkage and Applications | R/M | R/M/A |  |
| WFA | 348 | Workforce Structure | I/R | I/R |  |
| WFA | 443 | Workforce Planning and Assessment |  | I/R | R/M/A |
| WFA | 444 | Workforce Operations and Control | I/R |  | I/R |
| WFA | 446 | Workforce Reporting and Development |  |  | I/R |
| WFA | 447 | Workforce Processes and Technologies | I/R |  | I/R |