

**Assurance of Student Learning
2019-2020**

Gordon Ford College of Business

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Certificate in Advanced Professionalism

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: Develop skills in accountability and responsibility by fostering self-management and planning

Instrument 1	Personal finance module assessments
Instrument 2	
Instrument 3	

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.	Met	Not Met
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Student Learning Outcome 2: Employ best practice communication skills in the context of the professional business environment

Instrument 1	Mock Interview rubric and evaluation
Instrument 2	Resume review evaluation
Instrument 3	Career portfolio rubric

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.	Met	Not Met
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Student Learning Outcome 3: Engage in relevant business field experiences, through internship and guided applied learning projects to support career decisions and transitions

Instrument 1	Internship student reflection
Instrument 2	Internship employer evaluation rubric
Instrument 3	

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.	Met	Not Met
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Program Summary (Briefly summarize the action and follow up items from your detailed responses on subsequent pages.)

The Financial Success piece being put in to place in the incoming Fall of 2019 CAP students, should show us an increase in participating students over the next few years. This piece of the CAP will be closely watched for increases from Fall 2020-2023 with a goal of all CAP students who take FIN161 to have a pass rate of c or greater or CAP students who participate in the Financial Modules to 100% complete their 2/3 module requirement with a 75% pass rate. In regards to mock interview, the actions planned for program improvement include collecting copies of all evaluations from employers so that we can better understand where our students stand in regards to their preparation and skill level when it comes to mock interviews, as currently majority of the employers just hand those to their student. In regards to our CAP student internships, a process to dig deeper in to the survey results to assist in improving future intern's internship experience will be implemented where we offer employers with feedback from students so they can continuously

improve in specific areas as well as provide each student with their feedback so they can continue to improve on their skills in the workplace. Continue to work with all BA 170/175 instructors on not only requiring the assessment, but also presenting on the assessment and the importance of making sure they are aware of the correct educational pathway for their future career based on their own personal values and interests. All BA instructors are now including this in their course requirements and have added additional assignments related to the PathwayU results.

Student Learning Outcome 1

Student Learning Outcome	Develop skills in accountability and responsibility by fostering self-management and planning		
Measurement Instrument 1	<p>NOTE: Each student learning outcome should have at least one direct measure of student learning . Indirect measures are not required. Personal Finance Module Assessment</p>		
Criteria for Student Success	Students must complete FIN161 with a grade of C or higher OR they must complete 2/3 Personal Finance Modules that are offered from the Center for Financial Success (with “The Spending Plan” being required). The modules include “The Spending Plan”, “Credit & Debt Management”, and “Practical after Graduation Need to Knows”.		
Program Success Target for this Measurement	N/A	Percent of Program Achieving Target	N/A
Methods	N/A		
Measurement Instrument 2			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			
Measurement Instrument 3			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			

Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 1.	Met	Not Met
Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)		
<p>The Financial Success piece was just put in to place in the Fall of 2019, so only new CAP students are required to fulfill the financial piece of the CAP requirements. We should see an increase in participating students over the next few years.</p>		
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)		
<p>2021-2023 – Goal of all CAP students who take FIN161 to have a pass rate of c or greater or CAP students who participate in the Financial Modules to 100% complete their 2/3 module requirement with a 75% pass rate.</p>		

Student Learning Outcome 2

Student Learning Outcome	Employ best practice communication skills in the context of the professional business environment		
Measurement Instrument 1	NOTE: Each student learning outcome should have at least one direct measure of student learning . Indirect measures are not required. Mock Interview Rubric and evaluation		
Criteria for Student Success	Participation in a mock interview as well as scoring above average for the following criteria areas: Professionalism, Preparedness, General Interview Questions, and Job specific questions are used when evaluating if a student has succeeded in this area of focus.		
Program Success Target for this Measurement	Student achieving at least 35/50 from their interviewer	Percent of Program Achieving Target	N/A
Methods	Each employer fills out the rubric during and upon completion of the mock interview and then provides the student with the feedback.		
Measurement Instrument 2	Resume review evaluation		
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			
Measurement Instrument 3	Career Portfolio Rubric		
Criteria for Student Success	The career portfolio includes an introduction letter, academic plan of study, Statement of professional goals, personal mission statement, resume, etc.		
Program Success Target for this Measurement	100%	Percent of Program Achieving Target	100%
Methods	Students participating in MGT361 complete this in their classroom setting, while students who did not complete MGT361 as one of the CAP courses must complete the Career Portfolio assignment and submit to the PEAK Coordinator for review.		
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.			Met
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.			Not Met
Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)			
The actions planned for program improvement include collecting copies of all evaluations from employers so that we can better understand where our students stand in regards to their preparation and skill level when it comes to mock interviews, as currently majority of the employers just hand those to their student.			
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			
Fall 2020 and Spring 2021 – Mock Interview events			

Student Learning Outcome 3

Student Learning Outcome	Engage in relevant business field experiences, through internship and guided applied learning projects to support career decisions and transitions		
Measurement Instrument 1	NOTE: Each student learning outcome should have at least one direct measure of student learning . Indirect measures are not required. Internship student evaluation rubric		
Criteria for Student Success	Students participating in an Internship are requested to submit the Student Internship Evaluation Survey upon completion of their internship.		
Program Success Target for this Measurement	100% of interns	Percent of Program Achieving Target	100%
Methods	Students participating in the internship for credit courses are required to submit the survey upon complete of an internship. All CAP students are required to complete and internship for credit course, so therefore all CAP students complete the online survey.		
Measurement Instrument 2	Internship employer evaluation rubric		
Criteria for Student Success	Students participating in an Internship are requested to have their employer submit the Employer Internship Evaluation Survey at the completion of their internship.		
Program Success Target for this Measurement	100%	Percent of Program Achieving Target	
Methods	There is an online and pdf version of the survey that employers are asked to complete. Students enrolled in credit are required to have this survey completed and submitted so therefore all CAP students employers complete the survey.		
Measurement Instrument 3			
Criteria for Student Success			
Program Success Target for this Measurement		Percent of Program Achieving Target	
Methods			
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.			Met
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.			Not Met
Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.) Dig deeper in to these survey results to assist in improving future intern’s internship experience. Offer employers with feedback from students so they can continuously improve in specific areas as well as provide each student with their feedback so they can continue to improve on their skills in the workplace. We would like to see that at least 70% of all students receive a positive report from their employer.			
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			

Fall 2020/Spring 2021

Student Learning Outcome 4

Student Learning Outcome	Identify personal values and interests and use them in assessing career options		
Measurement Instrument 1	NOTE: Each student learning outcome should have at least one direct measure of student learning . Indirect measures are not required. Pathway U assessment		
Criteria for Student Success	All Freshman BA170/175 course students must complete this assessment which assist them in making sure they are on the correct educational pathway for the career outcomes seen in the assessment.		
Program Success Target for this Measurement	All incoming BA170/175 student freshman	Percent of Program Achieving Target	100%
Methods	This is a requirement that all students in BA170-175 must fulfill and students are given a grade for completion. Additional Career assignments associated with the PathwayU assessments are also completed in the BA 170/175 courses.		
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 4.			Met
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 4.			Not Met
Actions (Describe the decision-making process and actions planned for program improvement. The actions should include a timeline.)			
Continue to work with all BA 170/175 instructors on not only requiring the assessment, but also presenting on the assessment and the importance of making sure they are aware of the correct educational pathway for their future career based on their own personal values and interests.			
Follow-Up (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.)			
All BA instructors are now including this in their course requirements and have added additional assignments related to the PathwayU results.			