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| Assurance of Student Learning Report **2022-2023** | |
| *Gordon Ford College of Business* | *Gordon Ford College of Business Student Success* |
| *Certificate in Advanced Professionalism* | |
| *Monica Duvall, GFCB Director of Student Success* | |

***Is this an online program***? x Yes  No

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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: Develop skills in accountability and responsibility by fostering self-management and planning.** | | | |
| **Instrument 1** | **Personal finance module assessments** | | |
| **Instrument 2** | **PathwayU Completion** | | |
| **Instrument 3** |  | | |
| **Based on your results, check whether the program met the goal Student Learning Outcome 1.** | | **x** **Met** | **Not Met** |
| **Student Learning Outcome 2: Employ best practice communication skills in the context of the professional business environment** | | | |
| **Instrument 1** | **Mock Interview Rubric and evaluation by employers** | | |
| **Instrument 2** | **Resume review evaluation by Business Advisory Council Members** | | |
| **Instrument 3** | **Career Portfolio rubric** | | |
| **Based on your results, check whether the program met the goal Student Learning Outcome 2.** | | **x** **Met** | **Not Met** |
| **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, check whether the program met the goal Student Learning Outcome 3.** | | **x** **Met** | **Not Met** |
| **Program Summary (Briefly summarize the action and follow up items from your detailed responses on subsequent pages.)** | | | |
| The Financial Success modules are being utilized by any students who haven’t taken FIN161 and has shown us the importance of this finance piece as students independently work through these as they prepare for graduation and finishing the CAP. This piece of the CAP will be closely watched for increases through 2023-2024 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. By having all BA170/175 students complete PathwayU and working through different PathwayU assessments, we hope that students will be able to plan for their future career more proactively. The accounting department mock interviews were all conducted by FORVIS accounting professionals in Fall 2022 and Spring 2023. Which led to great feedback as well as invitations to their leadership program. This has allowed us to better understand where our students stand in regards to their preparation and skill level when it comes to interviews. The internship student reflection as well as the internship employer evaluation rubric allow us to make sure that the student is getting the most out of their internship experience as well as allows us to provide great constructive criticism for the student and help improve their future job performance. The employer evaluation allows us to make sure that our students are getting the internship advertised. | | | |

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| **Student Learning Outcome 1** | | | | | | | |
| **Student Learning Outcome** | **Develop skills in accountability and responsibility by fostering self-management and planning** | | | | | | |
| **Measurement Instrument 1** | **NOTE: Each student learning outcome should have at least one direct measure of student learning. Indirect measures are not required.**  Personal Finance Module Assessment | | | | | | |
| **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”. Studnets are encouraged to complete the modules their last semester. | | | | | | |
| **Program Success Target for this Measurement** | | | 100% of CAP Graduates will either have completed FIN161 or complete 2/3 modules | | **Percent of Program Achieving Target** | 100% of the ’22-‘23 students completed this requirement | |
| **Methods** | N/A | | | | | | |
| **Measurement Instrument 2** | PathwayU Completion | | | | | | |
| **Criteria for Student Success** | All BA170/175 and BA220 students will complete the PathwayU Assessment their first semester on the Hill and complete assignments associated with it to make sure we are assisting them along the correct educational pathway to the career path they desire for success. | | | | | | |
| **Program Success Target for this Measurement** | | All BA170-175 and BA220 classes participating | | **Percent of Program Achieving Target** | | 90% of business freshman | |
| **Methods** | **With BA 170/175/220 now a requirement in our GFCB Curriculum, all students who have declared business upon arrival will get exposure to PathwayU their first semester with us at WKU.** | | | | | | |
| **Measurement Instrument 3** |  | | | | | | |
| **Criteria for Student Success** |  | | | | | | |
| **Program Success Target for this Measurement** | |  | | **Percent of Program Achieving Target** | |  | |
| **Methods** |  | | | | | | |
| **Based on your results, highlight whether the program met the goal Student Learning Outcome 1.** | | | | | | **x** **Met** | **Not Met** |
| **Actions** (Describe the decision-making process and actions for program improvement. The actions should include a timeline.) | | | | | | | |
| The Financial Success piece of CAP has been in place since Fall of 2019 and in Fall 2022 & Spring 2023 all of the CAP students completed the modules. | | | | | | | |
| **Follow-Up** (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.) | | | | | | | |
| 2023-2025 – Students completing the Certificate in Advanced Professionalism will complete the finance modules in the spring of their last semester. Even if hey passed FIN161 with a C or better, the modules will still be enocouraged so they are financially smart for entering the real world. | | | | | | | |
| **Next Assessment Cycle Plan** (Please describe your assessment plan timetable for this outcome) | | | | | | | |
| Spring 2025 | | | | | | | |

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| **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** | 100% | |
| **Methods** | Each employer fills out the rubric during and upon completion of the mock interview and then provides the student with the feedback. Students are participating in mock interviews when they are enrolled in 399, their junior year. This prepares them for interviews as well as gives us feedback to their preparedness for internships. | | | | | | |
| **Measurement Instrument 2** | **Resume review evaluation** | | | | | | |
| **Criteria for Student Success** | **Employer feedback regarding student resumes that have been advised by our staff are up to par with what the business world is seeking.** | | | | | | |
| **Program Success Target for this Measurement** | | **N/A** | | **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 the CAP must produce a Career Portfolio assignment and submit to the Director of Student Success for review in order to receive the mandatory Career Portfolio points for their CAP credit.** | | | | | | |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.** | | | | | | **x** **Met** | **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 moving all majors to employer led mock interviews for the future so that we have feedback from business professionals in each area of study and can improve our professionalism focuses in areas where our students lack knowledge. Employer led mock implemtation across all disciplines will began in Fall 2022 with our new curriculum and have continued every semester.** | | | | | | | |
| **Follow-Up** (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.) | | | | | | | |
| Every semester mock interviews | | | | | | | |
| **Next Assessment Cycle Plan** (Please describe your assessment plan timetable for this outcome) | | | | | | | |
| The 399 discipiline course has allowed us to implement a mock interview requirement. | | | | | | | |

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| **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 completing the CAP must have internship experience. They participate in a Student Internship Evaluation Survey upon completion of their internship. | | | | | | |
| **Program Success Target for this Measurement** | | | 100% | | **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 an 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** | | **100%** | |
| **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** | **Suitable Implementation for all Business Students** | | | | | | |
| **Criteria for Student Success** | **In Fall 2021, GFCB implemented a new tracking system for all Professional Education and Knowledge activites called Suitable.** | | | | | | |
| **Program Success Target for this Measurement** | | **100%** | | **Percent of Program Achieving Target** | | **100%** | |
| **Methods** | **Suitable is how all GFCB professionalism events attendance is tracked, as well as it track the CAP and LLC Badge. All CAP students earn a badge in Suitable they can use on LinkedIn as well as earn the Certificate in Advnaced Profesionalism that goes on their transcript.** | | | | | | |
| **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.) | | | | | | | |
| **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 80% of all students receive a positive report from their employer and improve our non-CAP students who participate in both the student and employer surveys. During 2022-2023, all Professionalism Events in GFCB used Suitable to track attendance. Our % growth of all GFCB students using suitable grew 12% during the 2022-2023 academic year.** | | | | | | | |
| **Follow-Up** (Provide your timeline for follow-up. If follow-up has occurred, describe how the actions above have resulted in program improvement.) | | | | | | | |
| Spring 2024 | | | | | | | |
| **Next Assessment Cycle Plan** (Please describe your assessment plan timetable for this outcome) | | | | | | | |
| In Fall 2023 a CAP curriculum change will be submitted to curriculm and BDAN310 will replace MGT361 as a course option. | | | | | | | |

***Curriculum Map Matrix***

*(Where are PLOs Introduced, Developed, and Mastered)?*

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|  | *COURSE*  *# XXX:*  *Title*  *BA170* | *COURSE*  *# XXX: Title*  *BA175* | *COURSE*  *# XXX: Title*  *FIN161* | *COURSE*  *# XXX: Title*  *COMM240, 260, 330, 345, 365, 463, ENG306, 307, MGT305, 361, MKT325* | *COURSE*  *# XXX: Title*  *ACCT390, CIS369, ECON490, ENT490, FIN440, MGT490, MKT490, BA490* | *COURSE*  *# XXX:*  *Title*  *BA495* |
| ***PLO 1: (write PLO here)***  ***Students will develop skills in accountability and responsibility by fostering self-management and planning.*** | *I* | *I* | *D,M* |  |  | *M* |
| ***PLO 2: (write PLO here)***  ***Students will employ best practice communication skills in the context of the professional business environment.*** | *I* | *I* |  | *D,M* | *M* | *M* |
| ***PLO 3: (write PLO here)***  ***Engage in relevant business field experiences, through internship and guided applied learning projects to support career decisions and transitions.*** |  |  |  |  | *I, D, M* | *M* |
| ***PLO 4: (write PLO here)***  ***Students will identify personal values and interests and use them in assessing career options.*** | *I* | *I* |  |  |  | *D, M* |

*Place an I, D, or M in each cell above to indicate where the program content related to each SLO is introduced (I), developed (D), and/or mastered (M). SLO content may be delivered in more than just six courses as indicated in the above table.*