

<b>Assurance of Student Learning Report 2023-2024</b>	
GORDON FORD COLLEGE OF BUSINESS	GORDON FORD COLLEGE OF BUSINESS STUDENT SUCCESS
CERTIFICATE IN ADVANCED PROFESSIONALISM – PROGRAM #	
MONICA DUVAL, GFCB DIRECTOR OF STUDENT SUCCESS	
<b>Is this an online program?</b> x <input type="checkbox"/> Yes <input type="checkbox"/> No	Please make sure the Program Learning Outcomes listed match those in CourseLeaf . Indicate verification here x <input type="checkbox"/> Yes, they match! (If they don't match, explain on this page under <b>Assessment Cycle</b> )

**\*\*\* Please include Curriculum Map as part of this document (at the end), NOT as a separate file.**

<i>Use this page to list learning outcomes, measurements, and summarize results for your program. Detailed information must be completed in the subsequent pages. Add more Outcomes as needed.</i>			
<b>Program Student Learning Outcome 1: Develop skills in accountability and responsibility by fostering self-management and planning.</b>			
Instrument 1	Personal finance module assessments		
Instrument 2	Pathway U Completion		
Instrument 3			
Based on your results, check whether the program met the goal Student Learning Outcome 1.			x <input type="checkbox"/> Met <input type="checkbox"/> Not Met
<b>Program Student Learning Outcome 2: Employ best practice communication skills in the context of the professional business environment</b>			
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 <input type="checkbox"/> Met <input type="checkbox"/> Not Met
<b>Program Student Learning Outcome 3: Engage in relevant business field experiences, through internship and guided applied learning projects to support career decisions and transitions</b>			
Instrument 1	Internship student reflections		
Instrument 2	Internship employer evaluation reflections		
Instrument 3			
Based on your results, check whether the program met the goal Student Learning Outcome 3.			x <input type="checkbox"/> Met <input type="checkbox"/> Not Met
<b>Assessment Cycle Plan:</b>			
We are discussing opening up the CAP to students outside the business college. That will possibly open additional instruments being used for some of the Learning Outcomes to be met for all students. The Learning Outcomes will remain the same, as the CAP will continue to focus on professionalism in the business world.			

Program Student Learning Outcome 1			
<b>Program Student Learning Outcome</b>	<b>Develop skills in accountability and responsibility by fostering self-management and planning</b>		
<b>Measurement Instrument 1</b>	Personal Finance Module Assessment		
<b>Criteria for Student Success</b>	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”.		
<b>Program Success Target for this Measurement</b>	100% of CAP Graduates will either have completed FIN161 or complete 2/3 modules	<b>Percent of Program Achieving Target</b>	100% of the '23-'24 students completed the Finance Modules
<b>Methods</b>	N/A		
<b>Measurement Instrument 2</b>	Pathway U Completion		
<b>Criteria for Student Success</b>	Under the new 2022 Curriculum revision, all students must take BA170/175 and BA220 and will complete the PathwayU Assessment their first semester on the Hill. They 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. When completing the BA495 CAP capstone course, each student is directed back to PathwayU to dive deeper in the results for their job search and career planning process.		
<b>Program Success Target for this Measurement</b>	100% of CAP students to complete PathwayU	<b>Percent of Program Achieving Target</b>	100% of the 2023-2024 CAP students completed pathwayU
<b>Methods</b>	PathwayU Completion in BA170/175 or BA220 as well as BA495 capstone results focus on career planning process.		
<b>Measurement Instrument 3</b>	Suitable Management		
<b>Criteria for Student Success</b>	All CAP points are tracked through Suitable, GFCB's online professionalism tracking system. The students complete a CAP badge once they meet all requirements.		
<b>Program Success Target for this Measurement</b>	<b>100%</b>	<b>Percent of Program Achieving Target</b>	<b>100%</b>

<b>Methods</b>	Students are accountable for planning their point completion for the CAP and must self-manage the submission of points and scanning in at events to gain the points required for completion of the CAP.		
<b>Based on your results, highlight whether the program met the goal Student Learning Outcome 1.</b>		<b>x</b> <input type="checkbox"/> <b>Met</b>	<input type="checkbox"/> <b>Not Met</b>
<b>Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn't, and plan going forward)</b>			
<p><b>Results:</b> All of the 2023-2024 CAP students had not completed Finance 161, so they completed the finance modules. While students had taken PathwayU as a part of their freshman year course, they had forgotten all it had to offer them so the revisit in BA495 was beneficial for them</p> <p><b>Conclusions:</b> Students need to be reminded of PathwayU throughout their college career and not just take it as a Freshman and then revisit as a senior. That will help with internship search, minor/certificate additions, etc.</p> <p><b>**IMPORTANT - Plans for Next Assessment Cycle:</b> The curriculum for the CAP will be adjusted for the future, as some COMM courses will no longer be available. With the discussion of opening up the CAP for majors outside of the business college, additional courses across campus will potentially be added as we see fit.</p>			

<b>Program Student Learning Outcome 2</b>			
<b>Program Student Learning Outcome</b>	Employ best practice communication skills in the context of the professional business environment		
<b>Measurement Instrument 1</b>	Mock Interview Rubric and Evaluation		
<b>Criteria for Student Success</b>	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.		
<b>Program Success Target for this Measurement</b>	Student achieving at least 35/50 from their interviewer	<b>Percent of Program Achieving Target</b>	100%
<b>Methods</b>	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.		
<b>Measurement Instrument 2</b>	Resume review evaluation		
<b>Criteria for Student Success</b>	Employer feedback regarding student resumes that have been advised by our staff are up to par with what the business world is seeking.		
<b>Program Success Target for this Measurement</b>	N/A	<b>Percent of Program Achieving Target</b>	
<b>Methods</b>			
<b>Measurement Instrument 3</b>	Career Portfolio Rubric		
<b>Criteria for Student Success</b>	The career portfolio includes cover letter, academic plan of study, Statement of professional goals, personal mission statement, resume, etc.		

<b>Program Success Target for this Measurement</b>		<b>100%</b>	<b>Percent of Program Achieving Target</b>	<b>100%</b>
<b>Methods</b>	Students participating in the CAP must produce Career Portfolio and submit to the Director of Student Success for review in order to receive the mandatory Career Portfolio points for their CAP credit.			
<b>Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.</b>				<b>x <input type="checkbox"/> Met</b> <b><input type="checkbox"/> Not Met</b>
<b>Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn't, and plan going forward)</b>				
<u><b>Results:</b></u> Yes – students who complete the CAP have a professionalism drive, so they work hard on their resume, mock interview prep, and Career Portfolio.				
<u><b>Conclusions:</b></u> Future conversations with mock interviewers to provide more constructive criticism to students will benefit the students for their future interviews.				
<u><b>Plans for Next Assessment Cycle:</b></u> Develop a Resume Rubric that allows us to measure student resume quality that will also provide the students with more of a constructive feedback on their resume than just suggestions for improvement or sometimes no suggestions for improvement.				

<b>Program Student Learning Outcome 3</b>				
<b>Program Student Learning Outcome</b>	Engage in relevant business field experiences, through internship and guided applied learning projects to support career decisions and transitions			
<b>Measurement Instrument 1</b>	Internship student evaluation rubric.			
<b>Criteria for Student Success</b>	Students completing the CAP must have internship experience and course credit attached to that experience. The students participate in an Internship Evaluation Survey upon completion of their internship.			
<b>Program Success Target for this Measurement</b>		<b>100%</b>	<b>Percent of Program Achieving Target</b>	<b>100%</b>
<b>Methods</b>	Students participating in the internship for credit courses are required to submit an evaluation survey upon completion of the internship. All CAP students are required to complete an internship for credit course, so therefore all CAP students complete the online survey.			
<b>Measurement Instrument 2</b>	Internship employer evaluation rubric			
<b>Criteria for Student Success</b>	Students participating in an Internship are requested to have their employer submit the Employer Internship Evaluation Survey at the completion of their internship.			
<b>Program Success Target for this Measurement</b>		<b>95%</b>	<b>Percent of Program Achieving Target</b>	<b>90%</b>
<b>Methods</b>	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.			
<b>Measurement Instrument 3</b>				
<b>Criteria for Student Success</b>				

<b>Program Success Target for this Measurement</b>			<b>Percent of Program Achieving Target</b>	
<b>Methods</b>				
Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.			x <input type="checkbox"/> <b>Met</b>	<input type="checkbox"/> <b>Not Met</b>
<b>Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn't, and plan going forward)</b>				
<p><u><b>Results:</b></u> With each internship course having the survey as part of the course we are seeing great results and feedback. We will always face some employers who have rules and are not allowed to provide that feedback or who do not submit as requested, but majority do and the feedback allows us to provide continuous improvement in professionalism activities we offer.</p> <p><u><b>Conclusions:</b></u> Continued communication with all departments as internship course credit instructors change to make sure all students enrolled in an internship course participate in the survey.</p> <p><u><b>Plans for Next Assessment Cycle:</b></u> GFCB Student Success will improve our internship credit application on Handshake, update our current internship student and employer internship evaluation surveys, and improve our communication with employers who host interns to look to increase the employer survey feedback.</p>				

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

	COURSE # XXX: Title BA170	COURSE # XXX: Title BA175	COURS E # XXX: Title FIN16 1	COURSE # XXX: Title COMM240, 260, 330, 345, 365, 463, ENG306, 307, MGT 305, 261, MKT325, BDAN310	COURSE # XXX: Title ACCT390, CIS369, ECON490, ENT490, FIN440, MGT490, MKT490, BA490	COURSE # XXX: Title BA495
<b>PLO 1: (write PLO here)</b> <b>Students will develop skills in accountability and responsibility by fostering self-management and planning.</b>	I	I	D,M			M
<b>PLO 2: (write PLO here)</b> <b>Students will employ best practice communication skills in the context of the professional business environment.</b>	I	I		D,M	M	M
<b>PLO 3: (write PLO here)</b> <b>Engage in relevant business field experiences, through internship and guided applied learning projects to support career decisions and transitions.</b>					I, D, M	M