Report of Outcomes Assessment Results

<table>
<thead>
<tr>
<th>Institution</th>
<th>Lewis-Clark State College</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Business Unit</td>
<td>Business Division</td>
</tr>
<tr>
<td>Academic Year</td>
<td>2015-2016</td>
</tr>
</tbody>
</table>
Outcomes Assessment Plan

Is the outcomes assessment plan that you submitted to the IACBE still current or have you made changes?

___ The outcomes assessment plan that we have previously submitted is still current. (in self-study report)

___ Changes have been made and the revised plan is attached.

___ We have made changes and the revised plan will be sent to the IACBE by: ___________________________
### Section I: Student Learning Assessment

**Student Learning Assessment for: B.A. in Business Administration**

<table>
<thead>
<tr>
<th>Program Intended Student Learning Outcomes (Program ISLOs)</th>
</tr>
</thead>
</table>
| 1. **Program Learning Outcome 1**  
  Students will be able to distinguish and explain the concepts, theories, and practices in the functional areas of business. |
| 2. **Program Learning Outcome 2**  
  Students will develop and prepare professional oral and written forms of communication. |
| 3. **Program Learning Outcome 3**  
  Students will be able to evaluate and apply information technology in support of management decision making. |
| 4. **Program Learning Outcome 4**  
  Students will develop and demonstrate the appropriate information literacy skills. |
| 5. **Program Learning Outcome 5**  
  Students will be able to work effectively and professionally with diverse colleagues in team situations. |

**Assessment Instruments for Intended Student Learning Outcomes—Direct Measures of Student Learning:**

<table>
<thead>
<tr>
<th>Performance Objectives (Targets/Criteria) for Direct Measures:</th>
</tr>
</thead>
</table>
| 1. **Direct Measure 1**  
  End of Program Comprehensive Examination, ETS Major Field Test (MFT)  
  Program ISLOs Assessed by this Measure: 1 |

**Objective (Target/Criterion) for Direct Measure 1**

MFT scores of seniors are reviewed against national institutional mean scores. The performance target is that students total score is at or above the national institutional mean score.
### Direct Measure 2
BUS 498B Capstone Course Rubric

**Program ISLOs Assessed by this Measure:** 1, 2, 3, 4, 5

**Objective (Target/Criterion) for Direct Measure 2**
The use of two evaluation rubrics in the capstone course, BUS 498B, evaluates the written and oral communication skills of all seniors as well as subject matter competency, use of appropriate information technology, and teamwork skills. The target for both rubrics is that at least 75% or more of seniors who major in Business Administration will achieve an “adequate” or higher rating on the capstone course rubric.

### Assessment Instruments for Intended Student Learning Outcomes—Indirect Measures of Student Learning:

#### Indirect Measures of Student Learning:

<table>
<thead>
<tr>
<th><strong>Indirect Measure</strong></th>
<th><strong>Program ISLOs Assessed by this Measure:</strong> 1, 2, 3, 4, 5</th>
</tr>
</thead>
</table>

#### Performance Objectives (Targets/Criteria) for Indirect Measures:

1. **Indirect Measure 1**  
   **Objective (Target/Criterion) for Indirect Measure 1**
The Institutional Planning, Research, & Assessment (IPRA) office administers Student Course Evaluations (SCEs) for every course taught each semester. A student response rate of 50% or more is the target to obtain feedback from students. The SCEs are an integral part of the faculty annual evaluation, promotion and tenure, and curriculum processes.

2. **Indirect Measure 2**  
   **Objective (Target/Criterion) for Indirect Measure 2**
On the senior exit exam survey, at least 70% or more of the seniors will indicate that the quality of their program and instruction was satisfactory, exceeds expectations, or outstanding in Fall 2015. For Spring 2016, the revised survey benchmark was that at least 70% or more of seniors will rate the quality of their program and instruction as good or excellent.

3. **Indirect Measure 3**  
   **Objective (Target/Criterion) for Indirect Measure 3**
The Institutional Planning, Research, & Assessment (IPRA) office at LCSC tracks graduates of the Business Division program as to the number of graduates who have become employed related to their training and the number of graduates pursuing additional education. The target is 60% or more of students will be employed in positions related to their training, or educational degree field, and 5% or more will be pursuing additional education.
## Summary of Results from Implementing Direct Measures of Student Learning:

1. **Summary of Results for Direct Measure 1**
   The student mean for the school year for our program was 156.46 and the national mean was 150.30 so the benchmark was met.

2. **Summary of Results for Direct Measure 2**
   One hundred percent of the seniors achieved an “adequate” or higher rating on the oral and written communication rubrics.

## Summary of Results from Implementing Indirect Measures of Student Learning:

1. **Summary of Results for Indirect Measure 1**
   For live class sessions, the goal of 50% or higher response rate was met as 57.15% of student response rate was achieved. For online classes, 25.25% response rate was achieved so the benchmark was not met. Overall the benchmark for both formats was not met.

2. **Summary of Results for Indirect Measure 2**
   The benchmark of 70% or more seniors rating the quality of their program and instruction as satisfactory or higher was met for fall. The benchmark of 70% or more of seniors rating the quality of the program and instruction as good or excellent was met. Eighty-nine percent of seniors ranked each measure at the desired benchmark or higher. Benchmark met.

3. **Summary of Results for Indirect Measure 3**
   The benchmark of 60% or more of graduates will become employed related to their training, or degree program, and 5% or more will pursue additional education. Seventy-five percent of graduates were employed related to their training and 8% of graduates were pursuing additional education so the benchmark was met.

## Summary of Achievement of Intended Student Learning Outcomes:

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<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Learning Assessment Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program ISLOs</td>
<td>Direct Measure 1</td>
</tr>
<tr>
<td>Met</td>
<td>Met</td>
</tr>
<tr>
<td>N/A</td>
<td>Met</td>
</tr>
<tr>
<td>N/A</td>
<td>Met</td>
</tr>
<tr>
<td>N/A</td>
<td>Met</td>
</tr>
<tr>
<td>Program Learning Outcome 5</td>
<td>N/A</td>
</tr>
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<td>---------------------------</td>
<td>-----</td>
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</table>

Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

1. **Course of Action 1**
The institution and the Division are coordinating efforts to identify strategies to increase the student response rates to the Student Course Evaluations (SCEs). A task force provided suggestions but an action plan is not yet in place. Additional work is ongoing with the institutional office which tracks the SCE data.

2. **Course of Action 2**

**Student Learning Assessment for: B.S. in Business Administration**

Program Intended Student Learning Outcomes (Program ISLOs):

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<td>Objective (Target/Criterion) for Direct Measure 1</td>
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### Direct Measure 2

**BUS 498B Capstone Course Rubric**

**Program ISLOs Assessed by this Measure:** 1, 2, 3, 4, 5

**Objective (Target/Criterion) for Direct Measure 2**

The use of two evaluation rubrics in the capstone course, BUS 498B, evaluates the written and oral communication skills of all seniors as well as subject matter competency, use of appropriate information technology, and teamwork skills. The target for both rubrics is that at least 75% or more of seniors who major in Business Administration will achieve an “adequate” or higher rating on the capstone course rubric.

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### Assessment Instruments for Intended Student Learning Outcomes—Indirect Measures of Student Learning:

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<th>Performance Objectives (Targets/Criteria) for Indirect Measures:</th>
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<tr>
<td><strong>Student Course Evaluations (SCEs)</strong></td>
<td><strong>Objective (Target/Criterion) for Indirect Measure 1</strong></td>
</tr>
<tr>
<td>Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5</td>
<td>The Institutional Planning, Research, &amp; Assessment (IPRA) office administers Student Course Evaluations (SCEs) for every course taught each semester. A student response rate of 50% or more is the target to obtain feedback from students. The SCEs are an integral part of the faculty annual evaluation, promotion and tenure, and curriculum processes.</td>
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<tr>
<th>Indirect Measure 2</th>
<th>Performance Objectives (Targets/Criteria) for Indirect Measures:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Senior Exit Exam Survey</strong></td>
<td><strong>Objective (Target/Criterion) for Indirect Measure 2</strong></td>
</tr>
<tr>
<td>Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5</td>
<td>On the senior exit exam survey, at least 70% or more of the seniors will indicate that the quality of their program and instruction was satisfactory, exceeds expectations, or outstanding in Fall 2015. For Spring 2016, the revised survey benchmark was that at least 70% or more of seniors will rate the quality of their program and instruction as good or excellent.</td>
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<tr>
<th>Indirect Measure 3</th>
<th>Performance Objectives (Targets/Criteria) for Indirect Measures:</th>
</tr>
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<tbody>
<tr>
<td><strong>Graduate Survey</strong></td>
<td><strong>Objective (Target/Criterion) for Indirect Measure 3</strong></td>
</tr>
<tr>
<td>Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5</td>
<td>The Institutional Planning, Research, &amp; Assessment (IPRA) office at LCSC tracks graduates of the Business Division program as to the number of graduates who have become employed related to their training and the number of graduates pursuing additional education. The target is 60% or more of students will be employed</td>
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Learning Assessment Results: *B.S. in Business Administration*

**Summary of Results from Implementing Direct Measures of Student Learning:**

1. *Summary of Results for Direct Measure 1*
   The student mean for the school year for our program was 156.46 and the national mean was 150.30 so the benchmark was met.

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   One hundred percent of the seniors achieved an “adequate” or higher rating on the oral and written communication rubrics.

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1. *Summary of Results for Indirect Measure 1*
   For live class sessions, the goal of 50% or higher response rate was met as 57.15% of student response rate was achieved. For online classes, 25.25% response rate was achieved so the benchmark was not met. Overall the benchmark for both formats was not met.

2. *Summary of Results for Indirect Measure 2*
   The benchmark of 70% or more seniors rating the quality of their program and instruction as satisfactory or higher was met for fall. The benchmark of 70% or more of seniors rating the quality of the program and instruction as good or excellent was met. Eighty-nine percent of seniors ranked each measure at the desired benchmark or higher. Benchmark met.

3. *Summary of Results for Indirect Measure 3*
   The benchmark of 60% or more of graduates will become employed related to their training, or degree program, and 5% or more will pursue additional education. Seventy-five percent of graduates were employed related to their training and 8% of graduates were pursuing additional education so the benchmark was met.

**Summary of Achievement of Intended Student Learning Outcomes:**

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<td>Program ISLOs</td>
<td>Direct Measure 1</td>
</tr>
<tr>
<td>Performance Target Was...</td>
<td>Performance Target Was...</td>
</tr>
</tbody>
</table>

1. *Program Learning Outcome 1*  
   Met  Met  Not Met  Met  Met

2. *Program Learning Outcome 2*  
   N/A  Met  Not Met  Met  Met
| 3. Program Learning Outcome 3 | N/A | Met | Not Met | Met | Met |
| 4. Program Learning Outcome 4 | N/A | Met | Not Met | Met | Met |
| 5. Program Learning Outcome 5 | N/A | Met | Not Met | Met | Met |

**Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:**

1. **Course of Action 1** The institution and the Division are coordinating efforts to identify strategies to increase the student response rates to the Student Course Evaluations (SCEs). A task force provided suggestions but an action plan is not yet in place. Additional work is ongoing with the institutional office which tracks the SCE data.

2. **Course of Action 2**
**Student Learning Assessment for: B.A. in Management**

**Program Intended Student Learning Outcomes (Program ISLOs)**

1. **Program Learning Outcome 1**
   Students will be able to distinguish and explain the concepts, theories, and practices in the functional areas of business.

2. **Program Learning Outcome 2**
   Students will develop and prepare professional oral and written forms of communication.

3. **Program Learning Outcome 3**
   Students will be able to evaluate and apply information technology in support of management decision making.

4. **Program Learning Outcome 4**
   Students will develop and demonstrate the appropriate information literacy skills.

5. **Program Learning Outcome 5**
   Students will be able to work effectively and professionally with diverse colleagues in team situations.

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<th>Performance Objectives (Targets/Criteria) for Direct Measures:</th>
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</table>
| 1. Direct Measure 1  
End of Program Comprehensive Examination, ETS Major Field Test (MFT)  
Program ISLOs Assessed by this Measure: 1 | Objective (Target/Criterion) for Direct Measure 1  
MFT scores of seniors are reviewed against national institutional mean scores. The performance target is that students total score is at or above the national institutional mean score. |

| 2. Direct Measure 2  
BUS 498B Capstone Course Rubric  
Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5 | Objective (Target/Criterion) for Direct Measure 2  
The use of two evaluation rubrics in the capstone course, BUS 498B, evaluates the written and oral communication skills of all seniors as well as subject matter competency, use of appropriate information technology, and teamwork skills. The target for both rubrics is that at least 75% or more of seniors who major in |
Business Administration will achieve an “adequate” or higher rating on the capstone course rubric.

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<th>Assessment Instruments for Intended Student Learning Outcomes—Indirect Measures of Student Learning:</th>
<th>Performance Objectives (Targets/Criteria) for Indirect Measures:</th>
</tr>
</thead>
</table>
| **1. Indirect Measure 1**  
Student Course Evaluations (SCEs)  
Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5 | **Objective (Target/Criterion) for Indirect Measure 1**  
The Institutional Planning, Research, & Assessment (IPRA) office administers Student Course Evaluations (SCEs) for every course taught each semester. A student response rate of 50% or more is the target to obtain feedback from students. The SCEs are an integral part of the faculty annual evaluation, promotion and tenure, and curriculum processes. |
| **2. Indirect Measure 2**  
Senior Exit Exam Survey  
Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5 | **Objective (Target/Criterion) for Indirect Measure 2**  
On the senior exit exam survey, at least 70% or more of the seniors will indicate that the quality of their program and instruction was satisfactory, exceeds expectations, or outstanding in Fall 2015. For Spring 2016, the revised survey benchmark was that at least 70% or more of seniors will rate the quality of their program and instruction as good or excellent. |
| **3. Indirect Measure 3**  
Graduate Survey  
Program ISLOs Assessed by this Measure: 1,2, 3, 4, 5 | **Objective (Target/Criterion) for Indirect Measure 3**  
The Institutional Planning, Research, & Assessment (IPRA) office at LCSC tracks graduates of the Business Division program as to the number of graduates who have become employed related to their training and the number of graduates pursuing additional education. The target is 60% or more of students will be employed in positions related to their training, or educational degree field, and 5% or more will be pursuing additional education. |
Learning Assessment Results: B.A. in Management

Summary of Results from Implementing Direct Measures of Student Learning:

1. **Summary of Results for Direct Measure 1**
The student mean for the school year for our program was 147.10 and the national mean was 150.30 so the benchmark was not met.

2. **Summary of Results for Direct Measure 2**
One hundred percent of the seniors achieved an “adequate” or higher rating on the oral and written communication rubrics. Benchmark met.

Summary of Results from Implementing Indirect Measures of Student Learning:

1. **Summary of Results for Indirect Measure 1**
For live class sessions, the goal of 50% or higher response rate was met as 57.15% of student response rate was achieved. For online classes, 25.25% response rate was achieved so the benchmark was not met. Overall the benchmark for both formats was not met.

2. **Summary of Results for Indirect Measure 2**
The benchmark of 70% or more seniors rating the quality of their program and instruction as satisfactory or higher was met for fall. The benchmark of 70% or more of seniors rating the quality of the program and instruction as good or excellent was met. Eighty-nine percent of seniors ranked each measure at the desired benchmark or higher. Benchmark met.

3. **Summary of Results for Indirect Measure 3**
The benchmark of 60% or more of graduates will become employed related to their training, or degree program, and 5% or more will pursue additional education. Seventy five percent of graduates were employed related to their training and 8% of graduates were pursuing additional education so the benchmark was met.

Summary of Achievement of Intended Student Learning Outcomes:

<table>
<thead>
<tr>
<th>Intended Student Learning Outcomes</th>
<th>Direct Measure 1</th>
<th>Direct Measure 2</th>
<th>Direct Measure 3</th>
<th>Direct Measure 4</th>
<th>Indirect Measure 1</th>
<th>Indirect Measure 2</th>
<th>Indirect Measure 3</th>
<th>Indirect Measure 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program ISLOs</td>
<td>Performance</td>
<td>Performance</td>
<td>Performance</td>
<td>Performance</td>
<td>Performance</td>
<td>Performance</td>
<td>Performance</td>
<td>Performance</td>
</tr>
<tr>
<td>1. Program Learning Outcome 1</td>
<td>Not Met</td>
<td>Met</td>
<td></td>
<td></td>
<td>Not Met</td>
<td>Met</td>
<td>Met</td>
<td>Met</td>
</tr>
<tr>
<td>2. Program Learning Outcome 2</td>
<td>N/A</td>
<td>Met</td>
<td></td>
<td></td>
<td>Not Met</td>
<td>Met</td>
<td>Met</td>
<td>Met</td>
</tr>
<tr>
<td>3. Program Learning Outcome 3</td>
<td>N/A</td>
<td>Met</td>
<td></td>
<td></td>
<td>Not Met</td>
<td>Met</td>
<td>Met</td>
<td>Met</td>
</tr>
<tr>
<td>4. Program Learning Outcome 4</td>
<td>N/A</td>
<td>Met</td>
<td>Not Met</td>
<td>Met</td>
<td>Met</td>
<td></td>
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</tr>
<tr>
<td>5. Program Learning Outcome 5</td>
<td>N/A</td>
<td>Met</td>
<td>Not Met</td>
<td>Met</td>
<td>Met</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:**

1. **Course of Action 1** Change to a different exit exam, Peregrine, to tailor the test segments to better align with the courses in the degree and obtain more accurate results.

2. **Course of Action 2** Use team teaching format capstone class with more emphasis on quantitative topics.

3. **Course of Action 3** Continue to improve online coursework to match rigor and quality of live classes.

4. **Course of Action 4** Monitor internships more closely and impose limits on amount of internship credits Management majors can complete.

5. **Course of Action 5** The institution and the Division are coordinating efforts to identify strategies to increase the student response rates to the Student Course Evaluations (SCEs). A task force provided suggestions but an action plan is not yet in place. Additional work is ongoing with the institutional office which tracks the SCE data.

---

**Student Learning Assessment for: B.S. in Management**

**Program Intended Student Learning Outcomes (Program ISLOs)**

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**Assessment Instruments for Intended Student Learning Outcomes—Direct Measures of Student Learning:**

**Performance Objectives (Targets/Criteria) for Direct Measures:**

1. **Direct Measure 1**
   Objective (Target/Criterion) for Direct Measure 1
## End of Program Comprehensive Examination, ETS Major Field Test (MFT)

Program ISLOs Assessed by this Measure: 1

MFT scores of seniors are reviewed against national institutional mean scores. The performance target is that students total score is at or above the national institutional mean score.

## 2. Direct Measure 2

**BUS 498B Capstone Course Rubric**

Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5

Objective (Target/Criterion) for Direct Measure 2

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<th>Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5</th>
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<tr>
<th>2. Indirect Measure 2</th>
<th>Senior Exit Exam Survey</th>
<th>Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5</th>
<th>Objective (Target/Criterion) for Indirect Measure 2</th>
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<tr>
<th>3. Indirect Measure 3</th>
<th>Graduate Survey</th>
<th>Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5</th>
<th>Objective (Target/Criterion) for Indirect Measure 3</th>
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Program ISLOs Assessed by this Measure: 1, 2, 3, 4, 5

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Learning Assessment Results: B.S. in Management

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</tr>
<tr>
<td>Performance Target Was...</td>
<td>Performance Target Was...</td>
</tr>
<tr>
<td>1. Program Learning Outcome 1</td>
<td>Not Met</td>
</tr>
<tr>
<td>2. Program Learning Outcome 2</td>
<td>N/A</td>
</tr>
<tr>
<td>3. Program Learning Outcome 3</td>
<td>N/A</td>
</tr>
<tr>
<td>4. Program Learning Outcome 4</td>
<td>N/A</td>
</tr>
<tr>
<td>5. Program Learning Outcome 5</td>
<td>N/A</td>
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</tbody>
</table>

#### Proposed Courses of Action for Improvement in Learning Outcomes for which Performance Targets Were Not Met:

1. **Course of Action 1**  Change to a different exit exam, Peregrine, to tailor the test segments to better align with the courses in the degree and obtain more accurate results.

2. **Course of Action 2**  Use team teaching format capstone class with more emphasis on quantitative topics.

3. **Course of Action 3**  Continue to improve online coursework to match rigor and quality of live classes.

4. **Course of Action 4**  Monitor internships more closely and impose limits on amount of internship credits Management majors can complete.

5. **Course of Action 5**  The institution and the Division are coordinating efforts to identify strategies to increase the student response rates to the Student Course Evaluations (SCEs). A task force provided suggestions but an action plan is not yet in place. Additional work is ongoing with the institutional office which tracks the SCE data.

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### Section II: Operational Assessment (Note: Complete this section only if you received first-time accreditation or reaffirmation of accreditation after January 1, 2011.)

#### Operational Assessment

<table>
<thead>
<tr>
<th>Intended Operational Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Intended Operational Outcome 1</td>
</tr>
<tr>
<td>The Business Division will provide high quality, innovative instruction to its students.</td>
</tr>
</tbody>
</table>
2. **Intended Operational Outcome 2**  
The Business Division will recruit and retain faculty that are highly qualified in their teaching disciplines.

3. **Intended Operational Outcome 3**  
The Business Division will successfully prepare graduates for appropriate employment or to pursue graduate school.

4. **Intended Operational Outcome 4**  
The Business Division will develop and provide programs that are relevant and meet the needs of the business community.

5. **Intended Operational Outcome 5**  
The Business Division faculty will be engaged in appropriate scholarly and professional activities on an annual basis.

6. **Intended Operational Outcome 6**  
The Business Division will provide timely, effective academic advising to its students.

7. **Intended Operational Outcome 7**  
The Business Division will increase the use of technology in delivering courses to students.

8. **Intended Operational Outcome 8**  
The Business Division will promote student success by increasing graduation rates through the development of improved, innovative course scheduling.

<table>
<thead>
<tr>
<th>Assessment Measures/Methods for Intended Operational Outcomes:</th>
<th>Performance Objectives (Targets/Criteria) for Operational Assessment Measures/Methods:</th>
</tr>
</thead>
</table>
| 1. **Operational Assessment Measure/Method 1**  
Senior Exit Exam Survey  
Intended Operational Outcomes Assessed by this Measure: 1, 2, 3, 4, 6, 8 | **Objective (Target/Criterion) for Measure/Method 1**  
Seventy percent or more of seniors on the senior exit survey will indicate that the quality of their program and instruction was “satisfactory”, “exceeds expectations” or “outstanding” for Fall 2015. The revised ranking for Spring 2016 was that seniors would rate the quality of their program and instruction as “good” or “excellent”. |
| 2. **Operational Assessment Measure/Method 2**  
Graduate Survey  
Intended Operational Outcomes Assessed by this Measure: 3, 4, 8 | **Objective (Target/Criterion) for Measure/Method 2**  
Sixty percent or more of graduates on the graduate survey will be employed in a position that relates to their training, or degree field discipline. Five percent or more graduates will pursue additional education. |
3. **Operational Assessment Measure/Method 3**  
   Job Descriptions  
   Annual Performance Reviews  
   Faculty VITAs  

**Objective (Target/Criterion) for Measure/Method 3**  
Eighty percent of more faculty will meet the requirement of being ranked “adequate” in their positions through the annual evaluation process. Annual evaluations of teaching and advising, scholarly development, service, and collegiality are included on job descriptions and annual reviews.

Intended Operational Outcomes Assessed by this Measure: 1, 2, 3, 4, 5, 6, 8

4. **Operational Assessment Measure/Method 4**  
   Faculty VITAs  

**Objective (Target/Criterion) for Measure/Method 4**  
Eighty percent or more of division faculty will be doctorally or professionally qualified in their discipline areas.

Intended Operational Outcomes Assessed by this Measure: 1, 2, 3, 4, 5

5. **Operational Assessment Measure/Method 5**  
   Class and time scheduling and course offerings  

**Objective (Target/Criterion) for Measure/Method 5**  
The continued and more advanced use of Blackboard for all classes with on-going faculty training to offer more courses in an online format will allow the Division to meet distance learning student needs.

Intended Operational Outcomes Assessed by this Measure: 1, 3, 4, 5, 7, 8

6. **Operational Assessment Measure/Method 6**  
   Unit Assessment Document (UAD) & Unit Action Plans (UAP)  

**Objective (Target/Criterion) for Measure/Method 6**  
Expand alternative, innovative course offerings and increase course quality by providing additional online training for faculty.

Intended Operational Outcomes Assessed by this Measure: 1, 7, 8

**Summary of Results from Implementing Operational Assessment Measures/Methods:**

1. **Summary of Results for Measure/Method 1**  
   Seventy percent of more of seniors on the senior exit survey will indicate that the quality of their program and instruction was “satisfactory”, “exceeds expectations” or “outstanding” on the fall exit survey. In spring, 70% or more of seniors will indicate the quality of their program and instruction as “good” or “excellent”. Eighty-nine percent of seniors ranked their program and instruction at objective target. Benchmark met.

2. **Summary of Results for Measure/Method 2**  
   Sixty percent of more of graduates on the graduate survey will be employed in a position that relates to their training and 5% or more of
graduates will go on to further their education. Seventy-five percent were employed related to their training and 8% were pursuing additional education. Benchmark met.

3. **Summary of Results for Measure/Method 3**
   Eighty percent or more of Business Division faculty will meet the requirement of being ranked “adequate” in their positions through the annual evaluation process. They are annually evaluated on the category of scholarly activity (also referred to as scholarly development) on their job descriptions and annual review. Eighty-six percent of Business Division faculty met the requirement of being ranked “adequate” in their positions with regard to scholarly activity/development on their job descriptions. Benchmark met.

4. **Summary of Results for Measure/Method 4**
   Eighty percent or more of division faculty will be doctorally qualified or professionally qualified in their discipline areas. One hundred percent were qualified as doctorally or professionally qualified. Benchmark met.

5. **Summary of Results for Measure/Method 5**
   The continued and more advanced use of Blackboard for all classes in addition to ongoing faculty training to offer more classes in an online format helps meet distance learning student needs and aligns with the institution’s strategic goals. All classes offered through the Business Division now have a Blackboard component so faculty can offer students access to a variety of online features and implement additional technological elements into the coursework. The college has an E-Learning Services office with staff specifically dedicated to the Business Division and working with existing and new faculty so they can stay current in the latest technological developments in online education. One hundred percent of classes have an online component and training is available to all faculty. Benchmark met.

6. **Summary of Results for Measure/Method 6**
   Expand alternative, innovative course offerings and increase course quality by providing additional online training for faculty. All courses have access to an online management system. One faculty member per year earns a stipend to receive additional training to develop an online class through the Quality Matters (QM) program. All faculty have access to individual training through e-Learning staff. Four courses per semester are being offered on an accelerated track. The Division obtained fund approval to hire a dedicated online instructor to offer 8 classes per year online. Benchmark met.

### Summary of Achievement of Intended Operational Outcomes:

<table>
<thead>
<tr>
<th>Intended Operational Outcomes</th>
<th>Operational Assessment Measures/Methods</th>
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<tbody>
<tr>
<td></td>
<td>Operational Assessment Measure/Method 1</td>
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<tr>
<td></td>
<td>Performance Target Was...</td>
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17
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<tr>
<th>Intended Operational Outcome 1</th>
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**Proposed Courses of Action for Improvement in Operational Outcomes for which Performance Targets Were Not Met:**

1. *Course of Action 1*  N/A

2. *Course of Action 2*