



Assessment Report

PART 1: CONTACT & PROGRAM IDENTIFICATION

Report Year and Contact Information:		
<u>2019-2020</u>	<u>Benjamin B. White</u>	<u>bwhite37@cnm.edu</u>
Academic Year	Contact Person	Email

Name of Program:	Courses:
Customer Service Certificate	BUSA 2240

PART 2: PROGRAM SUMMARY

Provide a high-level review of the program to include highlights, successes, challenges, significant changes, and significant resources needed to support the program.
This plan is used to assess the Customer Relations Certificate program and provides a consistent process for documenting and reporting outcome results and actions taken as a result of this assessment.

Part 3: DATA REVIEW

Program Data (Each Review Year is defined as Summer, Fall, and Spring terms)	Review Year 19-20	Review Year 18-19	Review Year 17-18
Annual number of graduate awards is greater than 10	37	41	6
Number of declared majors	59	39	6
Average class size	25	20	22
Annual Average class retention rate is 70% or above (SAGE 65%)	86%	97%	95%
Annual C-Pass rate for coursework is 60% or above	76%	87%	86%
Average class fill rate at 60% or above capacity within a term or over a year	81%	66%	75%
Transfer numbers/percent	NA	4 (10%)	1 (17%)
Full-time to part-time faculty ratio	4: 4	6: 1	5: 2

Summarize how your program met or did not meet the target measures based on the data above.
goals met!

Part 4: PROGRAM LEARNING OUTCOME ANALYSIS.

Learning Outcome	Population or Course(s) Assessed	Assessment Methods	Summary of Assessment Results
1. Comprehend and compose business documents.	BA 2230	Other.	BUSA 2460 (Final Project in Customer Service) 81% of students (85/105) passed the final project with a score of 81% or better. 75 of those students passed the final project with a score of 91% or better meeting the target set forth for success.
2. Demonstrate effective communication skills and behaviors that maximize the consumer experience	BA 2230	Other.	BUSA 2460 (Final Project in Customer Service) 81% of students (85/105) passed the final project with a score of 81% or better. 75 of those students passed the final project with a score of 91% or better meeting the target set forth for success.
3. Interact with business contacts and coworkers in a professional manner while accepting and delivering constructive feedback.	BA 2230	Other.	BUSA 2460 (Final Project in Customer Service) 81% of students (85/105) passed the final project with a score of 81% or better. 75 of those students passed the final project with a score of 91% or better meeting the target set forth for success.

Learning Outcome	Population or Course(s) Assessed	Assessment Methods	Summary of Assessment Results
4. Identify and apply relevant information needed to set goals, perform job-related tasks, and make ethical business decisions.	BA 2230	Other.	BUSA 2460 (Final Project in Customer Service) 81% of students (85/105) passed the final project with a score of 81% or better. 75 of those students passed the final project with a score of 91% or better meeting the target set forth for success.

Interpretation of Assessment findings
19% of the students (20/105) earned a score of 80% or below with 17 students receiving below a 70% (1 D; 16Fs) which may indicate a motivation issue on behalf of the students unwilling or hesitant to seek help from the instructor.

Part 6: ADDITIONAL ACTION PLAN IN SUPPORT OF STUDENT LEARNING (IF APPROPRIATE)

Upcoming year	Changes planned for the upcoming year	Data motivating this change
2020-2021	Instructors should not change their approach to teaching or assessing the material but may voice more of a concern for students to build a relationship with those students hesitant to get additional help or instructions.	19% of the students (20/105) earned a score of 80% or below with 17 students receiving below a 70% (1 D; 16Fs) which may indicate a motivation issue on behalf of the students unwilling or hesitant to seek help from the instructor.

Upcoming year	Changes planned for the upcoming year	Data motivating this change
2020-2021		
2020-2021		

Please Select all the following that characterize the types of changes described in the above action plan:

- Assessment criteria revision
- Assessment methodology revision
- Assignment revision
- Budgetary reallocation
- Change in teaching approach
- Course content revision
- Curricular Revision
- Faculty training/development
- Process revision

Part 6: COMMENTS

<p>Use this section to record any comments, notes, or questions from individuals who reviewed this report.</p>
<p>School Dean:</p>
<p>SAAC Representative:</p>