

CENTRAL NEW MEXICO COMMUNITY COLLEGE
ASSESSMENT REPORT
Due to SAAC by October 15

PART 1: CONTACT & PROGRAM IDENTIFICATION

Report Year and Contact Information:			
<u>2014-2015</u> Academic Year	<u>Carol Rogers</u> Contact Person	<u>crogers25@cnm.edu</u> Email	<u>224-4000 x50073</u> Phone Number

Subject of this Assessment Report:		
Program: <u>Business</u> <input type="checkbox"/> Certificate <input checked="" type="checkbox"/> AA <input type="checkbox"/> AS <input type="checkbox"/> AAS	Gen Ed Area: _____ Applicable to: <input type="checkbox"/> AA/AS <input type="checkbox"/> AAS	Discipline Area: _____

PART 2: EVIDENCE OF OVERALL PROGRAM EFFECTIVENESS

Summary of Program Successes:
<p>The number of Business AA degrees (formerly known as Pre-Management degree) awarded decreased to 108 for the 2014-2015 academic year and the number of Business AA declared majors decreased from 2220 in the 2013-2014 academic year to 1920 in the 2014-2015 academic year.</p>

Description and Evaluation of Recent Changes Made in Support of Student Learning:
<p>Due to the limited improvement of the Acct 1112 and Acct 1210 common final exam scores, both of these finals have been analyzed in detail and changes have been made to the exam questions to ensure that the questions are clearly worded and more appropriately assess the students on the student learning outcomes for that course.</p>

PART 3: REPORT ON RECENT ASSESSMENT OF STUDENT LEARNING

Student Learning Outcome(s) Assessed: <i>To add rows: right –click in cell below and select “Insert,” “Insert Rows Above”</i>	Classes/Cohorts Assessed:
1. Student will meet the AA general education outcomes.	AA General Education cycle plans & reports
2. Transfer to a four year program to continue studies toward a 4-year degree in	Annual Program Review Transfer Information compiled by CNM’s

Business and perform with equivalent success to non-transfer students.	Planning, Budget & Institutional Research department
3. Apply appropriate accounting principles to business transactions.	Acct 1111, Accounting 1A, and Acct 1112, Accounting 1B, courses
4. Identify managerial accounting concepts for use in business decision-making.	Acct 1210, Accounting II, course

Measurement Tool(s) Used: <i>To add rows: right-click in cell below and select "Insert," "Insert Rows Above"</i>	Enter X's for type of tool				Initial Achievement Target or Expectation:
	Internal	External	Direct	Indirect	
Outcome #1: AA General Education cycle plans & reports	X		X		See AA General Education reports
Outcome #2: Post-graduate survey and information from transfer institutions	X		X		75% of the students will transfer to a 4-year university
Outcome #3: Acct 1111 and Acct 1112, Common Final Exams	X		X		Students will average 71% on the common final exams
Outcome #4: Acct 1210, Common Final Exam	X		X		Students will average 71% on the common final exams

Assessment Findings:
Outcome #1: See General Education Outcome reports for Communication, Mathematics, Laboratory Science, Social/Behavioral Science, and Humanities/Fine Arts.
Outcome #2: The achievement target for Outcome #2 was not met. From the 2013-2014 Annual Program Review Transfer Information compiled by CNM's Planning, Budget & Institutional Research department, 64.33% (92 students out of 143 awards conferred) of the students who received the Associates of Arts In Business (then call the Pre-Management degree) were continuing their education.
Outcome #3: The achievement target for Outcome #3 was not met. The average Final Exam grade for the Acct 1111, Accounting 1A, and Acct 1112, Accounting 1B was 69.71%. The average Final Exam grade for all sections of Acct 1111, Accounting 1A was 70.55%. The average Final Exam grade for all sections of Acct 1112, Accounting 1B was 68.25%.
Outcome #4: The achievement target for Outcome #4 was not met. The average Final Exam grade for Acct 1210, Accounting II was 66.76%.

Analysis and Interpretation of Assessment Findings:
Outcome #1 results will be reported in the AA General Education reports.
Outcome #2 results show that the achievement target was not met. The analysis shows that the ability to obtain the transfer data is still limited. CNM is working closely with 4-year institutions and the State of New Mexico to improve this process.

Outcome #3: In comparison with the prior academic year, the average Final Exam grade for the Acct 1111, Accounting 1A, and Acct 1112, Accounting 1B, decreased by 1% from 70.39% in 2013-2014 to 69.71% in 2014-2015. The average Final Exam grade for all sections of Acct 1111, Accounting 1A decreased by 3.7% from 73.24% in 2013-2014 to 70.55% in 2014-2015. The good news is that the average Final Exam grade for all sections of Acct 1112, Accounting 1B increased by 3.2% from 65.05% in 2013-2014 to 68.25% in 2014-2015.

Outcome #4: The results show that the achievement target was not met. This common final exam was implemented over the 2012-2013 assessment cycle with an average final exam score of 62.82%. For the 2013-2014 assessment cycle, the average final exam score improved to 63.18%. The final exam score continued to improve in the 2014-2015 assessment cycle with an average grade of 66.76%, a 3.6% increase over the average final exam score in the prior academic year.

Action Plan in Support of Student Learning:

Outcome #2: Due to more emphasis being placed on this transfer degree, the expectation is that this outcome will be met in the coming academic year.

Outcome #3: Due to the decline of the average final exam score for Acct 1111 and the below achievement target score for the Acct 1112 average final exam grade, the accounting faculty analyzed in detail both the Acct 1111 and Acct 1112 final exam question in which 50% or more of the students gave an incorrect answer. From this analysis, it was evident that some of the exam questions were poorly worded or did not properly test the students on the course materials. The Acct 1111/1112 sub-team re-worded or replace these specific exam questions that were determined to be problematic. The results of the revised Acct 1111/1112 common final exam will be evaluated over the next assessment cycle.

Outcome #4: Even though there has been steady improvement in the average final exam score for Acct 1210, the managerial accounting team analyzed in detail any Acct 1210 final exam question in which 50% or more of the students gave an incorrect answer. From this analysis, it was evident that some of the exam questions were poorly worded or did not properly test the students on the course materials. The Acct 1210 sub-team re-worded or replace these specific exam questions that were determined to be problematic. The results of the revised Acct 1210 common final exam will be evaluated over the next assessment cycle.

Recommendations, Proposals, and/or Funding Requests:

n/a

PART 4: EMBEDDED OUTCOMES

Critical Thinking and Life Skills/Teamwork Development within Programs:

- a) Please describe how Critical Thinking assessment is embedded within your program assessment.
- b) Please describe how Life Skills/Teamwork assessment is embedded within your program assessment.

a) Throughout the courses in the Business AA degree, critical thinking skills are used. This is especially evident in the Business Law course.

b) Life Skills/Teamwork assessment is done in a variety of ways including, but not limited to, group activities/assignments and having students present current events articles. Future discussions will be held with the accounting faculty on how to better define and implement life skills and teamwork into this program.

PART 5: ASSESSMENT CYCLE PLAN (Copy and paste from original plan if unchanged)

Cycle Years:	Plan Description:
2011/2012-2015/2016	This plan is used to assess the AA in Business degree so to provide a consistent process for documenting and reporting outcome results and actions taken as a result of this assessment.

Student Learning Outcomes:	When Measured:	Where Measured:	How Measured:
1. Student will meet the AA general education outcomes.	See AA General Education cycle plans & reports		
2. Transfer to a four year program to continue studies toward a 4-year degree in Business and perform with equivalent success to non-transfer students	2015-2016	Annual Program Review Transfer Information compiled by CNM's Planning, Budget & Institutional Research	Post-graduate survey and information from transfer institutions
3. Apply appropriate accounting principles to business transactions	2015-2016	Acct 1110/1111/1112	Common final exams
4. Identify managerial accounting concepts for use in business decision-making	2015-2016	Acct 1210	Common final exams
5.			
6.			
7.			
8.			
9.			