

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

PART 1: CONTACT & PROGRAM IDENTIFICATION

Report Year and Contact Information:			
Fall 2014-Spring 2015 Academic Year	Kalynn Pirkel Contact Person	kpirkl@cnm.edu Email	224-4000 ext. 20475 Phone Number

Subject of this Assessment Report:		
Program: Business Administration <input type="checkbox"/> Certificate <input type="checkbox"/> AA <input type="checkbox"/> AS <input checked="" 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:
For the fiscal year 2014-15, of the 1279 declared students for the Business Administration AAS degree 49 earned the degree. The average class sized was 22 students and the retention rate was 88.6%. Sixteen students transferred to a 4-year institution while 92% went to work in the Business field.

Description and Evaluation of Recent Changes Made in Support of Student Learning:
No significant changes were made in this assessment period.

PART 3: REPORT ON RECENT ASSESSMENT OF STUDENT LEARNING

Student Learning Outcome(s) Assessed: <small>To add rows: right-click in cell below and select "Insert," "Insert Rows Above"</small>	Classes/Cohorts Assessed:
1. Apply general business and management functions. 2. Develop marketing strategies. 3. Evaluate and apply financial data for decision making (not being assessed in this cycle)	BA 2999, Capstone BA 1131, Business Professionalism

4. Recognize and demonstrate effective teamwork skills. 5. Research and use data to effectively evaluate and solve business problems. 6. Organize and express ideas clearly orally and in writing. Utilize technology in appropriate business situations.	

Measurement Tool(s) Used:	Enter X's for type of tool				Initial Achievement Target or Expectation:
	Internal	External	Direct	Indirect	
<i>To add rows: right-click in cell below and select "Insert," "Insert Rows Above"</i>					
Capstone Project for Outcomes 1, 2, 5, 6 & 7	X		X		
Team Project for Outcome 4	X		X		

Assessment Findings:																		
Assessment Results/Findings: Capstone Project (Strategic Plan) Data <p>Sixty-eight student grades were collected in sections of BA 2999 over the Fall 2014 and Spring 2015 terms. The table below shows the grading breakdown for those students on the Capstone Project (Strategic Plan) project.</p> <table border="1"> <thead> <tr> <th>Student Score</th> <th>Number of Students</th> <th>% of Sample</th> </tr> </thead> <tbody> <tr> <td>91-100</td> <td>46</td> <td>68%</td> </tr> <tr> <td>81-90</td> <td>13</td> <td>19%</td> </tr> <tr> <td>71-80</td> <td>2</td> <td>3%</td> </tr> <tr> <td>61-70</td> <td>1</td> <td>1%</td> </tr> <tr> <td>Below 61</td> <td>6</td> <td>9%</td> </tr> </tbody> </table> <p>Team Evaluation Rubric Data</p> <p>Two hundred twenty-four grades were collected in several sections of BA 1131 over the Fall 2014 and Spring 2015 terms. The table below shows the grading breakdown for those students on the Teamwork Evaluation.</p>	Student Score	Number of Students	% of Sample	91-100	46	68%	81-90	13	19%	71-80	2	3%	61-70	1	1%	Below 61	6	9%
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Student Score	Number of Students	% of Sample
91-100	115	51%
81-90	55	25%
71-80	29	13%
61-70	15	7%
Below 61	10	4%

Analysis and Interpretation of Assessment Findings:

Capstone Project (Strategic Plan) Analysis

87% of the students that completed the Capstone Project (Strategic Plan) and earned an 80% or better which is higher than the target of 80%.

Team Evaluation Rubric Analysis

77% of the students that completed the Team Evaluation rubric earned an 80% or better which is 3% lower than the target of 80%.

Action Plan in Support of Student Learning:

Capstone Project (Strategic Plan) Action

Continue tracking data from BA 2999 Capstone project (Strategic Plan).

Team Evaluation Rubric Action

The desired outcome of 80% was not reached in this assessment period. This assessment measure is currently applied to different projects depending upon the faculty member. It is not part of the student's grade so faculty are not consistent how they complete the assessment, so the suggestion is to change from this assessment to a specific rubric that will be part of the student's grade for a common Team project given by all sections of BA 1131. A consistent project with rubric will be given in Spring 2016.

Recommendations, Proposals, and/or Funding Requests:

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) Critical Thinking skills are needed to create the Capstone Project. These skills are assessed in this report on that document.
- b) Teamwork is a key component of the Business Professionalism course and is one of the skills where this is assessed. Team based projects are also used in many of the other courses in this degree.

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

Cycle Years:	Plan Description:
2011-2016	This assessment plan measures the skills identified by the program as necessary for success of our students in the workplace. The measurement tools are an accurate reflection of a student's learning outcomes identified by the plan.

Student Learning Outcomes:	When Measured:	Where Measured:	How Measured:
1. Apply general business and management functions.	2012-2016	BA 2999	Capstone Project (Strategic Plan)
2. Develop marketing strategies.	2012-2016	BA 2999	Capstone Project (Strategic Plan)
3. Evaluate and apply financial data for decision making (not being assessed in this cycle)	2012-2016	Under revision for this cycle.	Under revision for this cycle.
4. Recognize and demonstrate effective teamwork skills.	2012-2016	BA 1131	Teamwork Project Rubric
5. Research and use data to effectively evaluate and solve business problems.	2012-2016	BA 2999	Capstone Project (Strategic Plan)
6. Organize and express ideas clearly orally and in writing.	2012-2016	BA 2999	Capstone Project (Strategic Plan)
7. Utilize technology in appropriate business situations.	2012-2016	BA 2999	Capstone Project (Strategic Plan)
8.			

9.			
10.			