

**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<br><b>Academic Year</b> | Kalynn Pirkel<br><b>Contact Person</b> | <a href="mailto:kpirkel@cnm.edu">kpirkel@cnm.edu</a><br><b>Email</b> | 224-4000 Ext. 20475<br><b>Phone Number</b> |

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

**PART 2: EVIDENCE OF OVERALL PROGRAM EFFECTIVENESS**

| Summary of Program Successes:   |
|---|
| For the fiscal year 2014-15, of the 371 declared students for the Business Administration Certificate 90 earned the certificate. The average class size was 22 students and the retention rate was 88.6%. Fourteen students transferred to a 4-year institution while 85% 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:<br><small>To add rows: right-click in cell below and select "Insert," "Insert Rows Above"</small>   | Classes/Cohorts Assessed:  |
|---|--|
| 1. Develop marketing strategies.<br>2. <b>Evaluate and apply financial data for decision making (not being assessed in this cycle)</b><br>3. Recognize and demonstrate effective teamwork skills. | BA 2222, Principles of Marketing<br>BA 1131, Business Professionalism<br>BA 1101, Introduction to Business |

4. Research and use data to effectively evaluate and solve business problems.

| 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> |                            |          |        |          |  |
| Marketing Plan for Outcome 1   | X                          |          | X      |          | 80% of students completing 80% or higher   |
| Team Project for Outcome 3   | X                          |          | X      |          | 80% of students completing 80% or higher   |
| Business Plan Project for Outcome 4  | X                          |          | X      |          | 80% of students completing 80% or higher   |

**Assessment Findings:**

**Marketing Plan Data**

Fifty-eight student grades were collected in 2 sections of BA 2222 over the Fall 2014 and Spring 2015 terms. The table below shows the grading breakdown for those students on the Marketing Plan project.

| Student Score | Number of Students | % of Sample |
|---------------|--------------------|-------------|
| 91-100        | 39                 | 67%         |
| 81-90         | 14                 | 24%         |
| 71-80         | 3                  | 5%          |
| 61-70         | 1                  | 2%          |
| Below 61      | 1                  | 2%          |

**Team Evaluation Rubric Data**

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.

| 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%          |

**Business Plan Project Data**

Seventy-six student grades were collected from BA 1101 over the Fall 2014 and Spring 2015 terms. The table below shows the grading breakdown for those students on the Business Plan project.

| Student Score | Number of Students | % of Sample |
|---------------|--------------------|-------------|
| 91-100        | 43                 | 57%         |
| 81-90         | 19                 | 25%         |
| 71-80         | 4                  | 5%          |
| 61-70         | 2                  | 2%          |
| Below 61      | 8                  | 11%         |

**Analysis and Interpretation of Assessment Findings:****Marketing Plan Analysis**

91% of the students that completed the Marketing Plan earned an 80% or better which is significantly 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%.

**Business Plan Project Analysis**

82% of the students that completed the Business Plan earned an 80% or better which is lower than last year of 86% and higher than the target of 80%.

**Action Plan in Support of Student Learning:****Marketing Plan Action**

Continue tracking data from BA 2222 Marketing Plan project.

**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.

**Business Plan Project Action**

Even though students reached the desired outcome of 80% (82%), for the BA 1101 Business Plan, this is a beginning course in the curriculum and there is a need to see results from a 2000-level course. Therefore, it is recommended to change the assessment and course to BA 2133, Principles of Management, which is a new course beginning Fall 2015. A common assessment and recording of the project in this course will begin in Fall 2015.

**Recommendations, Proposals, and/or Funding Requests:**

None at this time.

**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 a Marketing Plan and Business Plan. These skills are assessed in this report on both of those documents.

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 certificate.

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

| <b>Cycle Years:</b> | <b>Plan Description:</b>  |
|---------------------|---|
| 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. |

| <b>Student Learning Outcomes:</b>  | <b>When Measured:</b> | <b>Where Measured:</b> | <b>How Measured:</b>  |
|--|-----------------------|------------------------|-----------------------|
| 1. Develop marketing strategies  | 2012-2016             | BA 2222                | Marketing Plan        |
| 2. Recognize and demonstrate effective teamwork skills                       | 2012-2016             | BA 1131                | Team project          |
| 3. Research and use data to effectively evaluate and solve business problems | 2012-2016             | BA 1101                | Business Plan Project |

|     |  |  |  |
|-----|--|--|--|
| 4.  |  |  |  |
| 5.  |  |  |  |
| 6.  |  |  |  |
| 7.  |  |  |  |
| 8.  |  |  |  |
| 9.  |  |  |  |
| 10. |  |  |  |