

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

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

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

Summary of Program Successes:
No students successfully completed this certificate during the Fall 2014-Spring 2015. However, the area of entrepreneurship is a growing area nationally as well as on CNM's campus.

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. Demonstrate knowledge of the components of the business environment	BA 2103
2. Conduct marketing research and feasibility assessment	BA 2103

3. Develop a complete business plan	BA 2103
4. Identify and understand the sources of liability and strategies to minimize legal risk	BA 2103
5. Use accounting software to record accounting transactions	BA 2103

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>					
Business Plan for all outcomes	X		X		

Assessment Findings:		
<b><u>Business Plan Project Data</u></b>		
Twenty-nine grades were collected from BA 2103 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	17	59%
81-90	7	24%
71-80	2	7%
61-70	1	3%
Below 61	2	7%

Analysis and Interpretation of Assessment Findings:
<b><u>Business Plan Project Analysis</u></b>
83% of the students that completed the Business Plan earned an 80% or better which is higher than the target of 80%.

Action Plan in Support of Student Learning:
<b><u>Business Plan Project Action</u></b>
Continue tracking data from the BA 2103 Business Plan project.

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<b>Recommendations, Proposals, and/or Funding Requests:</b>
None at this time.

**PART 4: EMBEDDED OUTCOMES**

<b>Critical Thinking and Life Skills/Teamwork Development within Programs:</b>
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 Business Plan. These skills are assessed in this report.
b) Team based projects are also used in the BA 2103.

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

<b>Cycle Years:</b>	<b>Plan Description:</b>
2014-2019	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. Demonstrate knowledge of the components of the business environment	2014-15	BA 2103	Business Plan
2. Conduct marketing research and feasibility assessment	2014-15	BA 2103	Business Plan
3. Develop a complete business plan	2014-15	BA 2103	Business Plan
4. Identify and understand the sources of liability and strategies to minimize legal risk	2014-15	BA 2103	Business Plan
5. Use accounting software to record accounting transactions	2014-15	BA 2103	Business Plan

6.			
7.			
8.			
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10.			