

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

PART 1: CONTACT & PROGRAM IDENTIFICATION

Report Year and Contact Information:			
Fall 2015-Spring 2016 Academic Year	Kalynn Pirkel Contact Person	kpirkel@cnm.edu Email	224-3820 Phone Number

Subject of this Assessment Report:		
Program: Business Administration <input checked="" type="checkbox"/> Certificate <input 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:
For the fiscal year 2015-16, of the 350 declared students for the Business Administration Certificate 68 earned the certificate. The average class size was 22 students and the average age of students was 37 years old. Thirty-five students continued their education while 90% 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. Develop marketing strategies. 2. Evaluate and apply financial data for decision making (not being assessed in this cycle) 3. Recognize and demonstrate effective teamwork skills.	BA 2222, Principles of Marketing BA 1131, Business Professionalism 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-seven student grades were collected in 3 sections of BA 2222 over the Fall 2015 and Spring 2016 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	34	60%
81-90	15	26%
71-80	4	7%
61-70	3	5%
Below 61	1	2%

Team Evaluation Rubric Data

Two hundred sixteen grades were collected in several sections of BA 1131 over the Fall 2015 and Spring 2016 terms. The table below shows the grading breakdown for those students on the Teamwork Evaluation.

Student Score	Number of Students	% of Sample
91-100	145	67%
81-90	27	13%
71-80	19	8%
61-70	15	7%
Below 61	10	5%

Final Team Project Data

Eighty-seven student grades were collected from the BA 1101 Final Team project over the Fall 2015 and Spring 2016 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	57	66%
81-90	9	10%
71-80	6	7%
61-70	5	6%
Below 61	10	11%

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

86% of the students that completed the Marketing Plan earned an 80% or better which is higher than the target of 80%.

Team Evaluation Rubric Analysis

80% of the students that completed the Team Evaluation rubric earned an 80% or better which exactly equals the target of 80%.

Final Team Project Analysis

76% of the students that completed the Final Team Project earned an 80% or better which is lower 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 reached, but barely. 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 Fall 2016.

Final Team Project Action

The goal of 80% was not reached, so an evaluation of what is being measured will be conducted. The project is new, so this could have contributed to the success rate. We are also evaluating if this is the course in which such an evaluation should occur. A recommendation to change the assessment and course to BA 2133, Principles of Management, which is a new course beginning Fall 2016. A common assessment and recording of the project in this course will begin in Fall 2016.

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)

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. 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	Final Team Project