

CNM ANNUAL STUDENT LEARNING ASSESSMENT REPORT

Due to the Student Academic Assessment Committee by October 15



PART 1: REPORT INFORMATION

Report Year and Contact Information			
<u>2017-2018</u> Academic Year	<u>Theresa Torres</u> Contact Person	<u>Ttorres57@cnm.edu</u> CNM Email	<u>52437</u> CNM Office Extension
Subject of this Report			
BIT--CSRVCN_CERT--Customer Services Representative Certificate			

PART 2: CONTEXT IN WHICH THE ASSESSMENT TOOK PLACE

Program/Area Highlights and Successes
(Wherever applicable, include course completion rates, job placement outcomes, and licensing examination pass rates. See the program information dashboard at https://livecnm.sharepoint.com/sites/Dashboards/SitePages/Program%20Information%20Dashboard.aspx (access restricted to CNM employees) and other reports at https://www.cnm.edu/depts/opie .)
For the fiscal year 2017-18, 5 students were declared for the Customer Service Representative Certificate and we had 6 students earn the certificate.
Changes Implemented During the Past Year in Support of Student Learning
No significant changes were made in this assessment period.

PART 3: REPORT ON ASSESSMENT OF STUDENT LEARNING

Assessment Method	Type of Assessment Tool	Population or Course(s) Assessed	Graduate Learning Outcome(s) Assessed	Mastery Level (E.g., "Minimum score of 3 on a rubric scaled 0-4" or "Minimum score of 75%")	Targeted % Achieving Mastery	Outcome
Final Project	Direct & Internal	BA 2230	1. Comprehend and compose business documents.	80% or higher	80%	Target met

Final Project	Direct & Internal	BA 2230	2. Demonstrate effective communication skills and behaviors that maximize the consumer experience.	80% or higher	80%	Target met
Final Project	Direct & Internal	BA 2230	3. Interact with business contacts and coworkers in a professional manner while accepting and delivering constructive feedback	80% or higher	80%	Target met
Final Project	Direct & Internal	BA 2230	4. Identify and apply relevant information needed to set goals, perform job related tasks, and make ethical business decisions.	80% or higher	80%	Target met

Summary of Assessment Findings

Final Team Project Data:

XX student grades were collected in 2 sections of BA 2230 over the Fall 2017 and Spring 2018 terms. The table below shows the grading breakdown for those students on the Final Project:

Student Score	Number of Students	% of sample
91-100	48	85%
81-90	4	7%
71-80		
61-70		
Below 61	5	8%

Interpretation of Assessment Findings

92% of the students that completed the Final Team Project earned an 80% or better, which is significantly above the target.

Action Plan in Support of Student Learning (Describe changes to be made that are based at least in part on the assessment interpretation. If the assessment did not yield useful information, describe changes to be made in the assessment methodology and/or criteria.)

The goal of 80% was exceeded. We will continue to monitor the project and outcome of the course.

Please select all of the following that characterize the types of changes described in the above action plan:

- | | | |
|---|--|--|
| <input type="checkbox"/> Assessment criteria revision | <input type="checkbox"/> Assessment methodology revision | <input type="checkbox"/> Assignment revision |
| <input type="checkbox"/> Budgetary reallocation | <input type="checkbox"/> Change in teaching approach | <input type="checkbox"/> Course content revision |
| <input type="checkbox"/> Curricular Revision | <input type="checkbox"/> Faculty training/development | <input type="checkbox"/> Process revision |

Recommendations, Proposals, and/or Funding Requests**Budget Needed**

None at this time.

PART 4: REMAINING YEARS IN CURRENT ASSESSMENT CYCLE PLAN (including any revisions) – **OR -- UPCOMING ASSESSMENT CYCLE PLAN** (if this was the final year)

Years of Full Cycle	Next Year's Assessment Focus (Describe how the next planned assessment is expected to provide information that can be used toward improving student learning.)
2016-2021	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.

Graduate Learning Outcomes to Be Assessed	Years in which Assessment Is Planned	Population/Courses to Be Assessed	Planned Assessment Approach
1. Comprehend and compose business documents.	2016-2021	BA 2230	Final Project
2. Demonstrate effective communication skills and behaviors that maximize the consumer experience	2016-2021	BA 2230	Final Project
3. Interact with business contacts and coworkers in a professional manner while accepting and delivering constructive feedback.	2016-2021	BA 2230	Final Project
4. Identify and apply relevant information needed to set goals, perform job-related tasks, and make ethical business decisions.	2016-2021	BA 2230	Final Project