

CENTRAL NEW MEXICO COMMUNITY COLLEGE
ASSESSMENT REPORT-Part I
Assessment Data Results

The purpose of this form is to provide a written summary of your assessment results for the current assessment cycle.

Fall 2012 – Spring 2013
 (Assessment Period Covered)

June 30, 2013
 (Date Report Submitted)

Tom Darling, tdarling@cnm.edu, 224-3822
 (Contact Person/email/phone)

Choose ONE of the following 3 areas for this assessment report and insert the name of the general education area, certificate, degree or discipline on the appropriate line:

See definitions for each category in Assessment Process document

Gen Ed Area (see definitions) _____ AA/AS <input type="checkbox"/> AAS <input type="checkbox"/> Or Discipline Area (see definitions) _____	or	Program _____ Certificate AA/AS AAS	Business Administration
<input type="checkbox"/> X <input type="checkbox"/> <input type="checkbox"/>			
Outcome(s) assessed: <ol style="list-style-type: none"> 1. Develop marketing strategies <i>2. Evaluate and apply financial data for decision making (not being assessed in this cycle)</i> 3. Recognize and demonstrate effective teamwork skills 4. Research and use data to effectively evaluate and solve business problems 			
Classes/Cohort Assessed:			

BA2222, Marketing, Fall 2012 and Spring 2013
BA1101, Introduction to Business, Fall 2012 and Spring 2013
BA1131, Business Interpersonal Skills, Fall 2012 and Spring 2013

Measurement tool(s):

Marketing Plan Project for Outcome 1
Team Project for Outcome 3
Business Plan Project for Outcome 4

Type of tool (for each tool listed above, indicate type of tool):

Marketing Plan Rubric
Team Evaluation Rubric
Business Plan Project

Achievement Target (if more than one measurement tool, list target for each tool separately):

Marketing Plan: 80% of students completing 80% or higher
Team Evaluation Rubric: 80% of students completing at 80% or higher
Business Plan Project: 80% of students completing at 80% or higher

Assessment Results/Findings (if more than one measurement tool, list results for each tool separately):

Marketing Plan Data

27 Student grades were collected in 2 sections of BA2222 over the Fall 2012 and Spring 2013 terms.

The following is the grading breakdown for the 27 students on the Marketing Plan Rubric:

Possible Score Number of Students % of Sample

91-100 12 44.5%

81-90 12 44.5%

71-80 3 11%

61-70 0 0%

Below 61 0 0%

Team Evaluation Rubric Data

476 student grades were collected in various sections of BA1131 over the Fall 2012 and Spring 2013 terms.

The following is the grading breakdown for the 476 students on the Team Evaluation Rubric:

Possible Score Number of Students % of Sample

91-100 251 53%

81-90 152 32%

71-80 55 12%

61-70	12	2%
Below 61	6	1%

Business Plan Project Data

106 student grades were collected in from BA1101 over the Fall 2012 and Spring 2013 terms.

The following is the grading breakdown for the 106 students on the Business Plan Project:

Possible Score Number of Students % of Sample

91-100	43	41%
81-90	39	37%
71-80	12	11%
61-70	11	10%
Below 61	1	1%

MARKETING PLAN GRADING RUBRIC – THE PERFECT PLAN!

Student: _____

Class/Section: _____

Is there a cover page and table of contents? (5 points)

Are there page numbers, correct usage of grammar, spelling, etc.? (10 points)

Have all six external environmental forces been adequately researched and defined? (20 points) – support your writing with extensive secondary resources and references

Is the corporate review complete? (20 points) – details about the company

Is the industry review complete? (20 points) – extensive secondary research

Is the competitive analysis adequately researched and detailed? (25 points) – 5 competitors – primary research proof

Is the consumer analysis adequately researched and detailed? (25 points) – 25 surveys completed with analysis; questionnaire in appendix; excel spreadsheet in appendix.

Is the SWOT analysis adequately researched and detailed? (20 points) – all four areas covered completely

Are marketing objectives offered? (5 points) – numbers/sales/market share

Are the marketing strategies well researched and detailed? (5 points) – a strategy from the book is offered and explained fully for the business.

- [] Is the target market outlined? Segments? (5 points) – demographics must be included
- [] Is a competitive advantage offered? (5 points) – explain/compare to competition
- [] Has the product/service been positioned? (5 points) – explain/compare to the competition
- [] Are the marketing mix objectives, strategies and tactics well researched and defined? (20 points) – extensive details on all four Ps; Current AND suggested (be creative; think it through)
- [] Is the control and evaluation section complete? (10 points) – how do you know the success is from your plan/suggestions? Tie it back / attribution.

_____ **Total points** (200 possible points)

BA 1131 : Team Project Rubric

Teacher Name: _____

Student Name: _____

CATEGORY	4	3	2	1	Total
Contributions	Routinely provides useful ideas when participating in the group and in classroom discussion.	Usually provides useful ideas when participating in the group and in classroom discussion.	Sometimes provides useful ideas when participating in the group and in classroom discussion.	Rarely provides useful ideas when participating in the group and in classroom discussion.	

Problem-solving	Actively looks for and suggests solutions to problems.	Refines solutions suggested by others.	Does not suggest or refine solutions, but is willing to try out solutions suggested by others.	Does not try to solve problems or help others solve problems. Lets others do the work.	
Attitude	Never is publicly critical of the project or the work of others. Always has a positive attitude about the task(s).	Rarely is publicly critical of the project or the work of others. Often has a positive attitude about the task(s).	Occasionally is publicly critical of the project or the work of other members of the group. Usually has a positive attitude about the task(s).	Often is publicly critical of the project or the work of other members of the group. Often has a negative attitude about the task(s).	
Working with Others	Almost always listens to, shares with, and supports the efforts of others. Tries to keep people working well together.	Usually listens to, shares, with, and supports the efforts of others. Does not cause \"waves\" in the group.	Often listens to, shares with, and supports the efforts of others, but sometimes is not a good team member.	Rarely listens to, shares with, and supports the efforts of others. Often is not a good team player.	
Overall	Always recognizes and demonstrates effective teamwork skills.	Usually recognizes and demonstrates effective teamwork skills.	Sometimes recognizes and demonstrates effective teamwork skills.	Rarely recognizes and demonstrates effective teamwork skills.	

**CENTRAL NEW MEXICO COMMUNITY COLLEGE
ASSESSMENT REPORT – Part II
Action Plan & Assessment Plan Update**

The purpose of this form is to provide a written summary of your assessment action plan for the designated assessment cycle and provide an updated assessment cycle plan for the current 5-year cycle

Fall 2012 – Summer 2013

 (Report Period)
 Tom Darling

 (Contact Person/email/phone)

September 15, 2013

 (Date Report Submitted)

Indicate **ONE** of the following 3 areas for this assessment report and insert the name of the general education area, certificate, degree or discipline on the appropriate line:

See definitions for each category in Assessment Process document

Gen Ed Area (see definitions) AA/AS <input type="checkbox"/> AAS <input type="checkbox"/>	or	Program Business Administration Certificate <input checked="" type="checkbox"/> AA/AS <input type="checkbox"/> AAS <input type="checkbox"/>
Or Discipline Area (see definitions) _____		
Data Results Period upon which this Action Plan is based (period which ended 6/30/xx): Fall 2012 – Spring 2013		
Action Plan (close the loop): Continue tracking data from BA1101 Business Plan Project. This is the first evaluation of the Business Plan project, and the students scored 2% below our target. We will re-evaluate the project to determine if the content is too high for student expectations or if students need more		

preparation for the activity.
 Continue tracking data from new BA1131 Teamwork rubric.
 Continue tracking data from BA2222 Marketing Plan rubric.

ASSESSMENT PLAN

The assessment plan includes three parts:

1. **The plan description** (This should be a brief written description of the assessment plan(s) for the area/certificate/degree/discipline. If all outcomes are not shown in item #3 below as assessed in the 5 year cycle, this description must include information about their eventual assessment)
2. **The student learning outcomes for the area/program/discipline** for the 5 year cycle.
3. **The assessment cycle timeline**

1 Plan Description

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.

- 2 **Provide the list of current student learning outcomes for this area or program (you may add more lines if necessary by right clicking and choosing insert row below):**

1	Develop marketing strategies
2	Evaluate and apply financial data for decision making
3	Recognize and demonstrate effective teamwork skills
4	Research and use data to effectively evaluate and solve business problems

- 3 **Assessment Cycle timeline for the above student learning outcomes for the next five years.**

Outcome #	When Measured	Where measured (i.e. what course(s))	Measurement tool(s) & Type of tool
1	2012-2016	BA2222	Marketing Plan – BA2222; direct/internal
2	2013-15	ACCT 1210	Financial Analysis project; direct/internal
3	2012-16	BA1131	Team Project; direct/internal

4	2012-14	BA1101	Business Plan – BA1101; direct/internal
5			
6			
7			
8			
9			
10			