

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

PART 1: CONTACT & PROGRAM IDENTIFICATION

Report Year and Contact Information:			
<u>F 2013 – S 2014</u> Academic Year	<u>Jon D. Stull</u> Contact Person	<u>jstull@cnm.edu</u> Email	<u>224-4000 ext. 50039</u> Phone Number

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

PART 2: EVIDENCE OF ACHIEVEMENT OF PROGRAM OUTCOMES

Summary of Program Success in Achieving Desired Outcomes:
<p>CNM Cosmetology has been successful in achieving outcomes for this first cycle of fourth term cohorts. The licensure pass rate numbers are favorable; 22 graduates that have examined passed on their first attempt, 9 graduates have not examined at this time. The two questions driving the assessment efforts in the program are: 1. Are the students using skills to think critically, acquire and process information to make informed decisions? 2. Are the students able to communicate with interpersonal skill; achieving and retaining rapport that promotes quality client service?</p>

Description and Evaluation of Recent Changes Made in Support of Student Learning:
<p>Modifications to data management that show evidence of objectivity. Encourage technology usage where ever possible. Awareness of the diverse culture we have in the class room and lab situations.</p>

PART 3: REPORT ON RECENT ASSESSMENT OF STUDENT LEARNING PROCESSES

Learning Outcome(s)/Exit Competencies Assessed: <i>To add rows: right-click in cell below and select "Insert," "Insert Rows Above"</i>	Classes/Cohorts Assessed:
Create a Business Plan for a salon project	COS 2505 Fourth Term Fall 2013/ Fourth Term Spring 2014
Prepare and give an oral presentation of the salon business plan	COS 2505 Fourth Term Fall 2013/ Fourth Term Spring 2014
Create resume, cover letter, accurate application, and references	COS 2505 Fourth Term Fall 2013/ Fourth Term Spring 2014
Assess accurately the financial value of one client	COS 2505 Fourth Term Fall 2013/ Fourth Term Spring 2014
Demonstrate the ability to formulate process color and decolorize techniques	COS 2592 Fourth Term Fall 2013/ Fourth Term Spring 2014 COS 2692 Fourth Term Fall 2013/ Fourth Term Spring 2014
Demonstrate reasoning techniques to process information through color formulation, design line in hair sculpting, textural and finishing services	COS 2692 Fourth Term Fall 2013/ Fourth Term Spring 2014 COS 2693 Fourth Term Fall 2013/ Fourth Term Spring 2014 COS 2592 Fourth Term Fall 2013/ Fourth Term Spring 2014
Complete an observation paper that includes the retail of the business salon industry	COS 2592 Fourth Term Fall 2013/ Fourth Term Spring 2014
Apply computer technology to process information, create documents, and email work to instructor	COS 2510 Fourth Term Fall 2013/ Fourth Term Spring 2014 COS 2592 Fourth Term Fall 2013/ Fourth Term Spring 2014 COS 2692 Fourth Term Fall 2013/ Fourth Term Spring 2014
Maintain inventory standards of product measurements demonstrating both math and critical thinking skills and record findings in computer	COS 2592 Fourth Term Fall 2013/ Fourth Term Spring 2014 COS 2692 Fourth Term Fall 2013/ Fourth Term Spring 2014
Demonstrate ability to use beauty industry software for information, communication problem solving	COS 2692 Fourth Term Fall 2013/ Fourth Term Spring 2014 COS 2693 Fourth Term Fall 2013/ Fourth Term Spring 2014 COS 2592 Fourth Term Fall 2013/ Fourth Term Spring 2014

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	X		X		Student will pass with 71% or greater on creation of written plan.
Oral presentation of Plan	X		X		Student will pass with 71% or greater on presentation to peers.
Create resume, cover letter, accurate application, and references	X		X		Student will pass with 71% or greater preparation of employment documents.
Assess accurately the financial value of one client	X		X		Student will pass with 71% or greater the financial value salon clients
Demonstrate the ability to formulate process color and decolorize techniques	X		X		Student will pass with 71% or greater when making decisions to choose correct products and processes for clients
Demonstrate reasoning techniques to process information through color formulation, design line in hair sculpting, textural and finishing services	X	X	X		Student will pass with 71% or greater when considering and implementing design decisions for diverse individuals.
Complete an observation paper that includes the retail of the business salon industry		X		X	Student will pass with 71% or greater written observation assignment
Apply computer technology to process information, create documents, and email work to instructor	X	X	X		Student will demonstrate with 71% or greater on technology usage.
Maintain inventory standards of product measurements demonstrating both math and critical thinking skills and record findings in computer	X	X	X		Student will demonstrate with 71% or greater managing inventory.
Demonstrate ability to use beauty industry software for information, communication problem solving	X	X	X		Student will demonstrate with 71% or greater software usage.

Assessment Results/Findings:

SLO 1. Business Plan	100% Scored greater than initial expectation. Fall 13 mean of 100% Spring 14 mean of 100%
SLO 2. Oral Presentation	100% Scored greater than initial expectation. Fall 13 mean of 97.6% Spring 14 mean of 92.5%
SLO 3. Employment Documents	100% Scored greater than initial expectation. Fall 13 mean of 95.3% Spring 14 mean of 100%
SLO 4. Financial Value	100% Scored greater than initial expectation. Fall 13 mean of 86.1% Spring 14 mean of 83.5%
SLO 5. Formulation	100% Scored greater than initial expectation. Fall 13 mean of 95% Spring 14 mean of 93.7%
SLO 6. Reasoning	100% Scored greater than initial expectation. Fall 13 mean of 94.1% Spring 14 mean of 93.5%
SLO 7. Observation Paper	100% Scored greater than initial expectation. Fall 13 mean of 95.4% Spring 14 mean of 95.3%
SLO 8. Technology	100% Scored greater than initial expectation. Fall 13 mean of 95.9% Spring 14 mean of 94.2%
SLO 9. Inventory	100% Scored greater than initial expectation. Fall 13 mean of 95.2% Spring 14 mean of 94.2%
SLO 10. Beauty Industry Software	100% Scored greater than initial expectation. Fall 13 mean of 93.9% Spring 14 mean of 93.5%

Analysis and Interpretation of Assessment Results/Findings:

Looking at the data collected, the cohorts in this report performed at a high level. The averages of the cohorts range from 83.5 at the low end and 100 at the highest. The SLO to calculate the financial value of a salon client proved to be the weakest performance by these groups. Investigation and discussion of how to improve this math skill issue will be shared with the faculty and explore possibilities of a solution.

Action Plan in Support of Student Learning:

A combination factors to enhance Student Learning will be studied and implemented for the next cycle. Involving expanded faculty input, modification and/or creation of new rubrics, expand surveys from extern sites and clients. Design and study a communication rubric for internal and external assessment.

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)	Design decisions are an integral part of every service in the salon; requiring critical thinking to effectively communicate with clients, interpret information and make decisions on techniques, tools, products and recommendations for home care.
b)	Customer service is essential to success in the salon; being able to connect with the client to begin building rapport, consultation communication to ask the open ended questions, creating for the client with comfort and safety and completing the client experience by getting feedback, rebooking, product recommendation. Working in a creative industry like cosmetology, in a busy environment requires exercising life skills and working as a team.

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

Cycle Years:	Plan Description:
2013 - 2014	<p>Cosmetology Program will focus on workplace skills for the next five year cycle. The Student Learning Outcomes and Measurement Tools will be used to assess the students in the following competencies:</p> <p>Exit Competency 3 Demonstrate the ability to read, write, listen and use verbal skills to organize and communicate ideas and information I personal and group settings.</p> <p>Exit Competency 4 Demonstrate the ability to define tasks and evaluate situational problems through mathematical skills, examination of information, observation, and reflection of ideas in order to make decisions in salon business operations.</p> <p>Exit Competency 5 Demonstrate the ability to use computer based technology used in the cosmetology industry to acquire information, communicate and solve problems.</p>

Student Learning Outcomes/Exit Competencies:	When Measured:	Where Measured:	How Measured:
Create a Business Plan for a salon project	4 th Term (1 st Cycle) Fall 2013 – Spring 2014	COS 2505 COS 2592	Research considerations and write a plan to establish beauty industry site.
Prepare and give an oral presentation of the salon business plan	4 th Term (1 st Cycle) Fall 2013 – Spring 2014	COS 2505	The oral presentation is given in front peers and the instructor. Rubric used to evaluate

Create resume, cover letter, accurate application, and references	4 th Term (1 st Cycle) Fall 2013 – Spring 2014	COS 2505 COS 2592	Construct documents needed when seeking an extern site and entry level employment.
Assess accurately the financial value of one client	4 th Term (1 st Cycle) Fall 2013 – Spring 2014	COS 2505	Accurately use formula to calculate a client's worth as potential income
Demonstrate the ability to formulate process color and decolorize techniques	4 th Term (1 st Cycle) Fall 2013 – Spring 2014	COS 2592 COS 2692	Client consultation, choices of products and techniques
Demonstrate reasoning techniques to process information through color formulation, design line in hair sculpting, textural and finishing services	4 th Term (1 st Cycle) Fall 2013 – Spring 2014	COS 2592 COS 2692	In the lab setting, instructor will assist and observe students choices and decisions for various requested services
Complete an observation paper that includes the retail of the business salon industry	4 th Term (1 st Cycle) Fall 2013 – Spring 2014	COS 2592	Observe and formulate personal opinions on management style, co-worker dynamics, type of clientele, retail potential.
Apply computer technology to process information, create documents, and email work to instructor	4 th Term (1 st Cycle) Fall 2013 – Spring 2014	COS 2592 COS 2692 COS 2693	Create a portfolio documenting accomplishments and skills in preparation to enter the beauty industry.
Maintain inventory standards of product measurements demonstrating both math and critical thinking skills and record findings in computer	4 th Term (1 st Cycle) Fall 2013 – Spring 2014	COS 2592 COS 2692 COS 2693	Show evidence of ability to manage inventory, stock on hand, determining need, and projecting future need. In the school setting and extern site.
Demonstrate ability to use beauty industry software for information, communication problem solving	4 th Term (1 st Cycle) Fall 2013 – Spring 2014	COS 2592 COS 2692 COS 2693	Navigate the programs in software designed for salon operation in school and at extern site.