

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

**PART 1: CONTACT & PROGRAM IDENTIFICATION**

| Report Year and Contact Information:          |  |  |   |
|---|--|--|---|
| Fall 2016-Spring 2017<br><b>Academic Year</b> | Francis Heise<br><b>Contact Person</b> | <a href="mailto:fheise@cnm.edu">fheise@cnm.edu</a><br><b>Email</b> | 224-4000 Ext 50235<br><b>Phone Number</b> |

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

**PART 2: THE YEAR IN RETROSPECT**

| Program/Area Highlights (Including, wherever applicable, course completion, job placement, and licensing examination information)   |
|---|
| Of the twenty-eight (28) students who declared this certificate as their major, four students successfully completed this certificate during the Fall 2016-Spring 2017. The average age of the students was 35 years old. |

| 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:<br><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:   |                    |                    |             |        |   |     |       |   |    |       |   |     |       |   |    |          |   |     |
|--|--------------------|--------------------|-------------|--------|---|-----|-------|---|----|-------|---|-----|-------|---|----|----------|---|-----|
| <p><b><u>Business Plan Project Data</u></b></p> <p>Twenty-six grades were collected from BA 2103 over the Fall 2016 and Spring 2017 terms. The table below shows the grading breakdown for those students on the Business Plan project.</p> <table border="1"> <thead> <tr> <th>Student Score</th> <th>Number of Students</th> <th>% of Sample</th> </tr> </thead> <tbody> <tr> <td>91-100</td> <td>9</td> <td>60%</td> </tr> <tr> <td>81-90</td> <td>1</td> <td>7%</td> </tr> <tr> <td>71-80</td> <td>2</td> <td>13%</td> </tr> <tr> <td>61-70</td> <td>1</td> <td>7%</td> </tr> <tr> <td>Below 61</td> <td>2</td> <td>13%</td> </tr> </tbody> </table> | Student Score      | Number of Students | % of Sample | 91-100 | 9 | 60% | 81-90 | 1 | 7% | 71-80 | 2 | 13% | 61-70 | 1 | 7% | Below 61 | 2 | 13% |
| Student Score  | Number of Students | % of Sample        |             |        |   |     |       |   |    |       |   |     |       |   |    |          |   |     |
| 91-100   | 9                  | 60%                |             |        |   |     |       |   |    |       |   |     |       |   |    |          |   |     |
| 81-90  | 1                  | 7%                 |             |        |   |     |       |   |    |       |   |     |       |   |    |          |   |     |
| 71-80  | 2                  | 13%                |             |        |   |     |       |   |    |       |   |     |       |   |    |          |   |     |
| 61-70  | 1                  | 7%                 |             |        |   |     |       |   |    |       |   |     |       |   |    |          |   |     |
| Below 61   | 2                  | 13%                |             |        |   |     |       |   |    |       |   |     |       |   |    |          |   |     |

| Analysis and Interpretation of Assessment Findings:  |
|--|
| <p><b><u>Business Plan Project Analysis</u></b></p> <p>67% of the students that completed the Business Plan earned an 80% or better which is lower than the target of 80%.</p> |

| Action Plan in Support of Student Learning:  |
|--|
| <p><b><u>Business Plan Project Action</u></b></p> <p>As a department we are relooking at the assessment for this class to help identify changes necessary in order to help our students achieve this goal.</p> |

Please indicate with an X all of the following that characterize the types of changes described in the above action plan:

- Pedagogical change     
  Course revision     
  Process revision     
  Curricular revision  
 Budgetary reallocation     
  Faculty training/development     
  Assessment criteria revision     
  Assessment methodology revision

**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 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**

| Cycle Years: | Plan Description:   |
|--------------|---|
| 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. |

| Student Learning Outcomes:   | When Measured: | Where Measured: | How Measured: |
|--|----------------|-----------------|---------------|
| 1. Demonstrate knowledge of the components of the business environment | 2014-19        | BA 2103         | Business Plan |
| 2. Conduct marketing research and feasibility assessment               | 2014-19        | BA 2103         | Business Plan |
| 3. Develop a complete business plan                                    | 2014-19        | BA 2103         | Business Plan |
| 4. Identify and understand the sources of liability and                | 2014-19        | BA 2103         | Business Plan |

|  |         |         |               |
|--|---------|---------|---------------|
| strategies to minimize legal risk                            |         |         |               |
| 5. Use accounting software to record accounting transactions | 2014-19 | BA 2103 | Business Plan |