

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 Academic Year	Francis Heise Contact Person	fheise@cnm.edu Email	224-4000 Ext 50235 Phone Number

Subject of this Assessment Report:		
Program: Customer Service Representative <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: THE YEAR IN RETROSPECT

Program/Area Highlights (Including, wherever applicable, course completion, job placement, and licensing examination information)
For the fiscal year 2016-17, of the 6 declared students for the Customer Service Representative Certificate 3 earned the certificate during the Fall 2016-Spring 2017.

Changes Made in Support of Student Learning
This is the first year we have assessed this certificate.

PART 3: REPORT ON RECENT ASSESSMENT OF STUDENT LEARNING

Student Learning Outcome(s) Assessed: <i>To add rows: right-click in cell below and select "Insert," "Insert Rows Above"</i>	Classes/Cohorts Assessed:
1. Comprehend and compose business documents. 2. Demonstrate effective communication skills and behaviors that maximize the consumer experience. 3. Interact with business contacts and coworkers in a professional manner while	BA 2230 – Customer Relations

accepting and delivering constructive feedback.

4. Identify and apply relevant information needed to set goals, perform job-related tasks, and make ethical business decisions.

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>					
Final Project	X		X		80% of students completing 80% or higher

Assessment Findings:

Final Team Project Data

25 student grades were collected in 2 sections of BA 2230 over the Fall 2016 and Spring 2017 terms. The table below shows the grading breakdown for those students on the Final project.

Student Score	Number of Students	% of Sample
91-100	16	64%
81-90	5	20%
71-80	1	4%
61-70		
Below 61	3	12%

Analysis and Interpretation of Assessment Findings:

Final Team Project Analysis

84% of the students that completed the Final Team Project earned an 80% or better which is slightly above the target of 80%.

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Action Plan in Support of Student Learning:
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<u>Final Team Project Action</u> The goal of 80% was reached, and slightly exceeded. Beginning in Fall of 2017 this certificate will be taught in the fasttrack program, which will allow for more comprehensive data collection.

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

- | | | | |
|---|--|--|--|
| <input type="checkbox"/> Pedagogical change | <input checked="" type="checkbox"/> Course revision | <input type="checkbox"/> Process revision | <input type="checkbox"/> Curricular revision |
| <input type="checkbox"/> Budgetary reallocation | <input checked="" type="checkbox"/> Faculty training/development | <input checked="" type="checkbox"/> Assessment criteria revision | <input type="checkbox"/> Assessment methodology revision |

Recommendations, Proposals, and/or Funding Requests:

None at this time.

PART 4: ASSESSMENT CYCLE PLAN UPDATE

Cycle Years:	Plan Description:
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.
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 complete the final project. These skills are assessed in this project.	
b) Teamwork is a key component of the Customer Relations 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.	

Student Learning Outcomes:	When Measured:	Where Measured:	How Measured:
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
5.			
6.			
7.			
8.			
9.			
10.			