

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

PART 1: CONTACT & PROGRAM IDENTIFICATION

Report Year and Contact Information:			
Fall 2013-Spring 2014	Kalynn PirkI	kpirkI@cnm.edu	224-4000 Ext. 50089
Academic Year	Contact Person	Email	Phone Number

Subject of this Assessment Report:		
Program: Business Administration <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: _____

PART 2: EVIDENCE OF ACHIEVEMENT OF PROGRAM OUTCOMES

Summary of Program Success in Achieving Desired Outcomes:
For the fiscal year 2013-14, of the 1254 declared students for the Business Administration AAS degree 80 earned the degree. The average class sized was 23 students and the retention rate was 88.7%. Twenty-five students transferred to a 4-year institution while 94% went to work in the Business field.

Description and Evaluation of Recent 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 PROCESSES

Learning Outcome(s)/Exit Competencies Assessed:	Classes/Cohorts Assessed:
<i>To add rows: right-click in cell below and select "Insert," "Insert Rows Above"</i>	
<ol style="list-style-type: none"> 1. Apply general business and management functions. 2. Develop marketing strategies. 3. Evaluate and apply financial data for decision making (not being assessed in this cycle) 	BA 2999, Capstone BA 1131, Business Professionalism

4. Recognize and demonstrate effective teamwork skills. 5. Research and use data to effectively evaluate and solve business problems. 6. Organize and express ideas clearly orally and in writing. 7. Utilize technology in appropriate business situations.	
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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>					
Capstone Project for Outcomes 1, 2, 5, 6 & 7	X		X		80% of students completing 80% or higher
Team Project for Outcome 4	X		X		80% of students completing 80% or higher

Assessment Results/Findings:		
Capstone Project (Strategic Plan) Data		
Sixty-two student grades were collected in sections of BA 2999 over the Fall 2013 and Spring 2014 terms. The table below shows the grading breakdown for those students on the Capstone Project (Strategic Plan) project.		
Student Score	Number of Students	% of Sample
91-100	39	63%
81-90	10	16%
71-80	7	11%
61-70	2	3%
Below 61	4	7%
Team Evaluation Rubric Data		
Two hundred seventy-seven grades were collected in several sections of BA 1131 over the Fall 2013 and Spring 2014 terms. The table below shows the grading breakdown for those students on the Teamwork Evaluation.		
Student Score	Number of Students	% of Sample
91-100	118	43%
81-90	85	31%

71-80	36	13%
61-70	30	11%
Below 61	8	2%

Analysis and Interpretation of Assessment Results/Findings:

Capstone Project (Strategic Plan) Analysis
79% of the students that completed the Capstone Project (Strategic Plan) earned an 80% or better which is slightly lower than the target of 80%.

Team Evaluation Rubric Analysis
76% of the students that completed the Team Evaluation rubric earned an 80% or better which is 4% lower than the target of 80%.

Action Plan in Support of Student Learning:

Capstone Project (Strategic Plan) Action
Continue tracking data from BA 2999 Capstone project (Strategic Plan).

Team Evaluation Rubric Action
The desired outcome of 80% was not reached in this assessment period. This assessment measure is currently applied to different projects depending upon the faculty member. It is not part of the student’s grade so faculty are not consistent how they complete the assessment, so the suggestion is to change from this assessment to a specific rubric that will be part of the student’s grade for a common Team project given by all sections of BA 1131.

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 the Capstone Project. These skills are assessed in this report on that document.

b) Teamwork is a key component of the Business Professionalism 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 degree.

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

Cycle Years:	Plan Description:
2011-2016	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/Exit Competencies:	When Measured:	Where Measured:	How Measured:
1. Apply general business and management functions.	2012-2016	BA 2999	Capstone Project (Strategic Plan)
2. Develop marketing strategies.	2012-2016	BA 2999	Capstone Project (Strategic Plan)
3. Evaluate and apply financial data for decision making (not being assessed in this cycle)	2012-2016	Under revision for this cycle.	Under revision for this cycle.
4. Recognize and demonstrate effective teamwork skills.	2012-2016	BA 1131	Teamwork Project Rubric
5. Research and use data to effectively evaluate and solve business problems.	2012-2016	BA 2999	Capstone Project (Strategic Plan)
6. Organize and express ideas clearly orally and in writing.	2012-2016	BA 2999	Capstone Project (Strategic Plan)
7. Utilize technology in appropriate business situations.	2012-2016	BA 2999	Capstone Project (Strategic Plan)
8.			
9.			
10.			