

Measurement and Analysis of Student Learning and Performance																			
Performance Indicator	Definition																		
1. Student Learning Results	<p>A student learning outcome is one that measures a specific competency attainment. Examples of a direct assessment (evidence) of student learning attainment that might be used include: capstone performance, third-party examination, faculty-designed examination, professional performance, licensure examination). Add these to the description of the measurement instrument in column two.</p> <p>Direct - Assessing student performance by examining samples of student work.</p> <p>Indirect - Assessing indicators other than student work such as getting feedback from the student or other persons who may provide relevant information.</p> <p>Formative - An assessment conducted during the student's education.</p> <p>Summative - An assessment conducted at the end of the student's education.</p> <p>Internal - An assessment instrument that was developed within the business unit.</p> <p>External - An assessment instrument that was developed outside the business unit.</p> <p>Comparative - Compare results between classes, between online and on ground classes, between professors, between programs, between campuses, or compare to external results such as results from the U.S. Department of Education Research and Statistics, or results from a vendor providing comparable data.</p>																		
Performance Measure	What is your measurement instrument or process?	Current Results	Analysis of Results	Action Taken or Improvement made	Insert Graphs or Tables of Resulting Trends (data points preferred)														
Measurable goal	Do not use grades.	What are your current results?	What did you learn from the results?	What did you improve or what is your next step?	(3-5)														
What is your goal?	(Indicate type of instrument) direct, formative, internal, comparative																		
75% of BPA majors will score at the 75th percentile or higher on the Accounting component of the ETS exam.	ETS MFT exam results. Direct, External, Summative, Comparative	Consistently exceeding goal. Additionally, accounting students were 16th in the nation for first time pass rates on the CPA exam in the latest reporting period	We considered raising the goal but we are maxed out on the ETS results	Because we're doing so well on the ETS, we also have been using CPA pass rates, but NASSBA stopped reporting the results post-Covid. We are going to attempt to collect CPA pass rates by surveying our accounting graduates.	<table border="1"> <caption>Accounting Students' Percentile score on ETS MFT Accounting Section</caption> <thead> <tr><th>Term</th><th>Score</th></tr> </thead> <tbody> <tr><td>Fall 2020</td><td>85</td></tr> <tr><td>Spring 2021</td><td>85</td></tr> <tr><td>Fall 2021</td><td>85</td></tr> <tr><td>Spring 2022</td><td>85</td></tr> <tr><td>Fall 2022</td><td>85</td></tr> <tr><td>Spring 2023</td><td>85</td></tr> </tbody> </table>	Term	Score	Fall 2020	85	Spring 2021	85	Fall 2021	85	Spring 2022	85	Fall 2022	85	Spring 2023	85
Term	Score																		
Fall 2020	85																		
Spring 2021	85																		
Fall 2021	85																		
Spring 2022	85																		
Fall 2022	85																		
Spring 2023	85																		
BBA CIS: Majors will get 60% or more of the Information Systems portion of the ETS MFT test correct.	ETS MFT exam results. Direct, External, Summative, Comparative	Currently achieving goal. Note CIS is just a sub section of the larger Computer Science major	Small sample sizes (n=1 in some instances in the FA20-SP23 period) make it difficult to analyze (n=0 in FA22), but since Dr. Carr's hire and changes to curriculum we are hitting the target.	The new hire has been effective. We are hoping the new (FA23) data analytics minor will strengthen results further.	<table border="1"> <caption>CIS Students' Percentile score on ETS MFT CIS Section</caption> <thead> <tr><th>Term</th><th>Score</th></tr> </thead> <tbody> <tr><td>Fall 2020</td><td>45</td></tr> <tr><td>Spring 2021</td><td>45</td></tr> <tr><td>Fall 2021</td><td>45</td></tr> <tr><td>Spring 2022</td><td>45</td></tr> <tr><td>Fall 2022</td><td>45</td></tr> <tr><td>Spring 2023</td><td>45</td></tr> </tbody> </table>	Term	Score	Fall 2020	45	Spring 2021	45	Fall 2021	45	Spring 2022	45	Fall 2022	45	Spring 2023	45
Term	Score																		
Fall 2020	45																		
Spring 2021	45																		
Fall 2021	45																		
Spring 2022	45																		
Fall 2022	45																		
Spring 2023	45																		
BBA Finance: 70% of Finance majors will score at the 70th percentile or higher on the Finance component of the ETS exam (ETS Major Field Test in Business - Finance subscore).	ETS MFT exam results. Direct, External, Summative, Comparative	Chart shows total percentile for finance cohort (not just the 70% of Finance major target). Achieving goal	Finance majors are very well prepared according to ETS.	Additional goals/measurements were set in 22-23 and data collection will begin in 23-24.	<table border="1"> <caption>Finance Majors' Percentile Performance on ETS Finance Section</caption> <thead> <tr><th>Term</th><th>Score</th></tr> </thead> <tbody> <tr><td>Fall 2020</td><td>75</td></tr> <tr><td>Spring 2021</td><td>75</td></tr> <tr><td>Fall 2021</td><td>75</td></tr> <tr><td>Spring 2022</td><td>75</td></tr> <tr><td>Fall 2022</td><td>75</td></tr> <tr><td>Spring 2023</td><td>75</td></tr> </tbody> </table>	Term	Score	Fall 2020	75	Spring 2021	75	Fall 2021	75	Spring 2022	75	Fall 2022	75	Spring 2023	75
Term	Score																		
Fall 2020	75																		
Spring 2021	75																		
Fall 2021	75																		
Spring 2022	75																		
Fall 2022	75																		
Spring 2023	75																		
BBA International Business: 75% of students will score at least a 4 on a 5-point scale on the foreign exchange component of the rubric used to assess the final presentation.	Direct, Internal (formed by external simulation), Formative	Failed to achieve goal in FA 20 and FA22	Achieved goal in 3 out of 5 years. Will monitor to see if goal is re-achieved in FA23.	After missing the goal in FA22, we realized we were reporting the results for all students in the course - not just the international business majors. We will begin disaggregating the results in FA23 to 1) more accurately report goal achievement and 2) see if there is a statistically significant difference between majors and non-majors results on the measure.	<table border="1"> <caption>Percent of Students Scoring 4 or Higher on Rubric</caption> <thead> <tr><th>Term</th><th>Score</th></tr> </thead> <tbody> <tr><td>Fall 2020</td><td>65</td></tr> <tr><td>Spring 2021</td><td>65</td></tr> <tr><td>Fall 2021</td><td>65</td></tr> <tr><td>Spring 2022</td><td>65</td></tr> <tr><td>Fall 2022</td><td>65</td></tr> <tr><td>Spring 2023</td><td>65</td></tr> </tbody> </table>	Term	Score	Fall 2020	65	Spring 2021	65	Fall 2021	65	Spring 2022	65	Fall 2022	65	Spring 2023	65
Term	Score																		
Fall 2020	65																		
Spring 2021	65																		
Fall 2021	65																		
Spring 2022	65																		
Fall 2022	65																		
Spring 2023	65																		
BBA Management: Completion of a published article on the subject matter and an industry certification in MGMT 3213. 70% of management majors will pass this assignment (70% or higher score). 80% or higher on the project rubric	Published article + certification. External, Formative.	Achieved goal in the two most recent periods.	In 2020, a new professor was assigned to this course after the professor who taught the course resigned. In the deployment of this assignment in the first year, two students received a grade of zero for not submitting this assignment, two students received partial credit for incomplete work.	This assignment was revised in the following years to be more apparent in the syllabus. In this assignment, students improved their writing and critical thinking skills with the published articles. Additionally, students received extra instruction conveying the importance of this assignment. Except for 2020, students achieved the target score.	<table border="1"> <caption>Assignment performance in MGMT 3213</caption> <thead> <tr><th>Term</th><th>Score</th></tr> </thead> <tbody> <tr><td>Fall 2020</td><td>75</td></tr> <tr><td>Spring 2021</td><td>75</td></tr> <tr><td>Fall 2021</td><td>75</td></tr> <tr><td>Spring 2022</td><td>75</td></tr> <tr><td>Fall 2022</td><td>75</td></tr> <tr><td>Spring 2023</td><td>75</td></tr> </tbody> </table>	Term	Score	Fall 2020	75	Spring 2021	75	Fall 2021	75	Spring 2022	75	Fall 2022	75	Spring 2023	75
Term	Score																		
Fall 2020	75																		
Spring 2021	75																		
Fall 2021	75																		
Spring 2022	75																		
Fall 2022	75																		
Spring 2023	75																		
BBA Marketing: Marketing students will score at the 60th percentile or higher on a comparative exam (ETS MFT)	ETS MFT exam results. Direct, External, Summative, Comparative	After a period of decline, latest results show goal approachment.	Marketing faculty reviewed the ETS MFT exam to identify instructional gaps.	ETS covers marketing of services and that was not being covered in one of the intro sections. We began covering it. The SP23 results may indicate some success in addressing the deficiency.	<table border="1"> <caption>Marketing Student Performance on MFT Marketing (percentile)</caption> <thead> <tr><th>Term</th><th>Score</th></tr> </thead> <tbody> <tr><td>Fall 2020</td><td>65</td></tr> <tr><td>Spring 2021</td><td>65</td></tr> <tr><td>Fall 2021</td><td>65</td></tr> <tr><td>Spring 2022</td><td>65</td></tr> <tr><td>Fall 2022</td><td>65</td></tr> <tr><td>Spring 2023</td><td>65</td></tr> </tbody> </table>	Term	Score	Fall 2020	65	Spring 2021	65	Fall 2021	65	Spring 2022	65	Fall 2022	65	Spring 2023	65
Term	Score																		
Fall 2020	65																		
Spring 2021	65																		
Fall 2021	65																		
Spring 2022	65																		
Fall 2022	65																		
Spring 2023	65																		
Undergraduate majors will score at the 60th percentile or higher on a nationally normed exit exam	ETS MFT exam results. Direct, External, Summative, Comparative	Students did not meet goal in FA 2019 but have met the goal since FA 2020	Although we are meeting the overall goal, some areas are stronger than others	We continue to lag in quantitative analysis. We select a data analytics course to the business core for all BBA and BPA majors.	<table border="1"> <caption>MFT ETS Overall Percentile</caption> <thead> <tr><th>Term</th><th>Score</th></tr> </thead> <tbody> <tr><td>Fall 2020</td><td>65</td></tr> <tr><td>Spring 2021</td><td>65</td></tr> <tr><td>Fall 2021</td><td>65</td></tr> <tr><td>Spring 2022</td><td>65</td></tr> <tr><td>Fall 2022</td><td>65</td></tr> <tr><td>Spring 2023</td><td>65</td></tr> </tbody> </table>	Term	Score	Fall 2020	65	Spring 2021	65	Fall 2021	65	Spring 2022	65	Fall 2022	65	Spring 2023	65
Term	Score																		
Fall 2020	65																		
Spring 2021	65																		
Fall 2021	65																		
Spring 2022	65																		
Fall 2022	65																		
Spring 2023	65																		
MBA Students: Individual student performance on the peer evaluation assignment ratings that measure the degree to which their team colleagues agree they have contributed to achieving shared goals in the Simulation (assessing teamwork and leadership). Objective: Every student should receive 80% or higher.	Comprehensive simulation in MGMT 6333. External, Summative	Students are meeting goal	In FA 21 the assessment was measured through discussion. To strengthen assessment in SP22 and forward a quantitative instrument has been used.	Assessment was improved in SP22. We are monitoring results. We have considered moving the target above 80 since students 90% of assessments have been hitting the goal but have not acted on this yet. The simulation is used to assess other areas leading to other/different areas of improvement as well.	<table border="1"> <caption>Percent of Students achieving goal of 80% or higher on assignment</caption> <thead> <tr><th>Term</th><th>Score</th></tr> </thead> <tbody> <tr><td>Fall 2021</td><td>85</td></tr> <tr><td>Spring 2022</td><td>85</td></tr> <tr><td>Fall 2022</td><td>85</td></tr> <tr><td>Spring 23</td><td>85</td></tr> </tbody> </table>	Term	Score	Fall 2021	85	Spring 2022	85	Fall 2022	85	Spring 23	85				
Term	Score																		
Fall 2021	85																		
Spring 2022	85																		
Fall 2022	85																		
Spring 23	85																		
Note: We have ETS MFT data for all undergrad majors. We chose to report some non-ETS data in this sheet to demonstrate we are not solely dependent on ETS but rather have formative/internal results as well.																			