

Assessment Impact by Assessment Methods
 Seward County Community College/Area Tech School
 Program - Business Marketing/Management

Direct

Program - Business Marketing/Management

Pre and Post Tests in Intro to Computers

Outcome: Technology - Demonstrate proficient technical skills, utilizing the current software used in the industry.
Benchmark: Seventy percent of the students will improve by 10% between the pre-test and the post-test.

Schedule: 9/1/2010

Results			
Result	Action	Follow-Up	Action Status
05/26/2015 - 44% of the students improved by at least 10% between the pre-test and the post-test in Intro to Computers. Data by Mindy Holder Result Type: Benchmark Not Met			No Action Required
05/20/2014 - 95% of the students improved by 10% between pre- and post-tests. Result Type: Benchmark Met			Action Complete
05/17/2012 - This is not a valid predictor of technical skills for business students. It needs to be revised. Result Type: Inconclusive			Action Plan in Progress
05/23/2011 - Eighty-four percent of the students demonstrated proficient use of technology in Introduction to Marketing presentations by scoring 80% or better. Result Type: Benchmark Met	05/23/2011 - Change benchmark to: Seventy percent of the students will achieve 80% or better on the use of technology during the Introduction to Marketing presentation.		Action Plan in Progress

**The Introduction to Marketing final project will implement the following rubric to assess this:
 (See Attachment)**

Outcome: Written communication - Integrate written communication effectively in the workplace.
Benchmark: Seventy percent of the students will achieve 70% or better on this assessment.

Schedule: Start Date: 9/1/2010

Results			
Result	Action	Follow-Up	Action Status
12/11/2015 - 61% of students achieved 70% or better on this assessment. Result Type: Benchmark Not Met			Action Plan in Progress
05/20/2013 - 93% of the students in Introduction to Marketing achieved 70% or better on this assessment. Result Type: Benchmark Met Related Documents: Final Project: Davaco Marketing			Action Complete

Results			
Result	Action	Follow-Up	Action Status
05/17/2012 - 80% of the students achieved 70% or better on this assessment. Result Type: Benchmark Met			Action Complete
05/23/2011 - One hundred percent of the students achieved 70% or better on the final presentation in Introduction to Marketing. Result Type: Benchmark Met			Action Plan in Progress

Indirect

Program - Business Marketing/Management

Assessment tools include the final exams in Microeconomics, Business Math or higher level math course, and Financial Accounting I.

Outcome: Apply principles - Apply business, math, economic and accounting principles.
Benchmark: Seventy percent of the students will attain 70% or better on these assessments.

Schedule: Start Date: 9/1/2010

Results			
Result	Action	Follow-Up	Action Status
05/26/2015 - Business Math: 78% of the students attained a 70% or better on final exams 2014-15. Microeconomics: 73.5 of the students attained a 70% or better on final exams 2014-15. Accounting 1 - Did not give final exams per Tanya Dowell. Result Type: Benchmark Met			Action Complete
05/20/2014 - 57/65 or 88% students in Microeconomics, Business Math & Financial Accounting 1 achieved a 70% or better on assessments. Result Type: Benchmark Met			Action Complete
05/23/2011 - Sixty-seven percent of the students in Microeconomics and Financial Accounting I scored 70% or better on the final exams. 38 out of 57 students. Result Type: Benchmark Not Met			Action Plan in Progress

The final exam for Business Management or Human Resource Management will assess this outcome.

Outcome: HR and Organizational skills - Integrate human resource and organizational management skills to be an effective leader.
Benchmark: Seventy percent of the students will achieve 70% or better on the final exam.

Schedule: Start Date: 9/1/2010

Results

Results			
Result	Action	Follow-Up	Action Status
05/20/2013 - 93% of the students in Business Management achieved a 70% or better on the final exam. Result Type: Benchmark Met			Action Complete
05/17/2012 - 82.4% of the 17 students in Business Management achieved a 70% or better on the final exam Result Type: Benchmark Met			Action Complete
05/23/2011 - Eighty-seven percent of the students achieved 70% or better on the final exam. Result Type: Benchmark Met			Action Plan in Progress

The following rubric will be implemented for the final presentation in Introduction to Marketing: (Rubric Attached)

- Outcome:** Oral communication - Integrate oral communication effectively in the workplace.
- Benchmark:** Seventy percent of students will achieve 70% or better on this assessment.
- Schedule:** Start Date: 9/1/2010

Results			
Result	Action	Follow-Up	Action Status
12/05/2014 - 100% of the class received a 70% or better on this assessment. Result Type: Benchmark Met			Action Complete
05/20/2013 - 100% of the students met this benchmark. 21 students achieved a 92.7% on the Presentation Project. Result Type: Benchmark Met			Action Complete
05/17/2012 - 80 of the 10 students in Introduction to Marketing achieved a 70% or better on the final presentation. Result Type: Benchmark Met			Action Complete
05/23/2011 - One hundred percent of students achieved 70% or better on this assessment. Result Type: Benchmark Met			Action Plan in Progress

No Assessment Method Category specified.

Program - Business Marketing/Management

Assigned projects and classroom participation will assess general outcomes about principles and functions of business.

- Outcome:** Business enterprise - Analyze principles and major functions of business enterprise.
- Benchmark:** Seventy percent of students will obtain at least a 70% on the assigned projects and functions of business.

Results

Results			
Result	Action	Follow-Up	Action Status
05/15/2015 - 81% of students obtained a 70% or greater on assigned projects and functions of business. Business Management. Result Type: Benchmark Met			Action Complete
05/20/2013 - 95 % of students in Introduction to Business and Business Management achieved a 70% or better. Result Type: Benchmark Met			Action Complete
05/17/2012 - 82% of the students in Introduction to Business and Business Management achieved a 70% or better on assigned projects and function of business. Result Type: Benchmark Met			Action Complete
05/23/2011 - Eighty-six percent of students obtained at least a 70% on the assigned projects and functions of business. Result Type: Benchmark Met			Action Plan in Progress

Final projects applying comprehensive information in Introduction to Marketing, Advertising, Entrepreneurship and Seminar will be created. Class discussion and participation in activities in Introduction to Business will be reviewed. Participating in competitive events in Seminar will be evaluated but difficult to measure.

Outcome: Critical Thinking - Apply the principles and practices of product knowledge, pricing and marketing.

Benchmark: Seventy percent of the students will receive at least a 70% on the projects and activities applying principles and practices of marketing.

Results			
Result	Action	Follow-Up	Action Status
12/15/2014 - Eighty-nine percent (89%) of the students received a 70% or above on the projects and activities applying principles and practices of marketing. Result Type: Benchmark Met			Action Complete
05/20/2013 - 78% of the students in Intro to Business, Intro to Marketing, and Seminar achieved 70% or better on projects and activities. Result Type: Benchmark Met			Action Complete
05/17/2012 - 79% of students received 70% or better on the projects and activities applying principles and practices of marketing. Result Type: Benchmark Met			Action Complete
05/23/2011 - Sixty-six percent of the students received at least 80% on the final projects in Introduction to Marketing and Advertising. Result Type: Benchmark Met	05/23/2011 - Benchmark has been changed to: Seventy percent of students will obtain 80% or better on the final projects in Introduction to Marketing and Advertising.		Action Plan in Progress