

TABLE 4: Student Learning Results (Standard 4)

Use this table to supply data for Criterion 4.2.

Performance Indicator	Definition
1. Student Learning Results	<p>A student learning outcome is one that measures a specific competency attainment. <i>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.</i> Add these to the description of the measurement instrument in column two:</p> <p>Direct - Assessing student performance by examining samples of student work Indirect - Assessing indicators other than student work such as getting feedback from the student or other persons who may provide relevant information. Formative – An assessment conducted during the student’s education. Summative – An assessment conducted at the end of the student’s education. Internal – An assessment instrument that was developed within the business unit. External – An assessment instrument that was developed outside the business unit. 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>
	- If for any given performance measure your goal is being exceeded repeatedly, consider either increasing the goal or changing the performance measure so that action can be taken to improve the program.
	- For all data reported, show sample size (n=75).

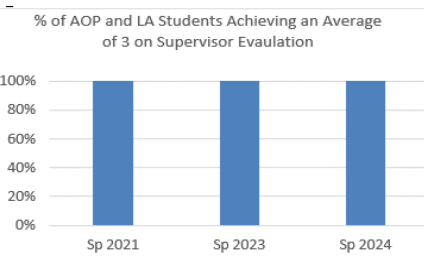
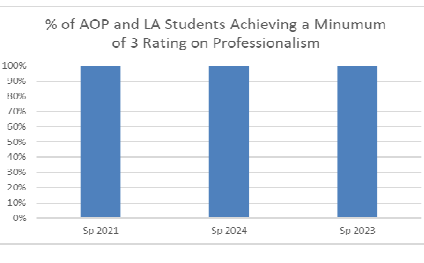
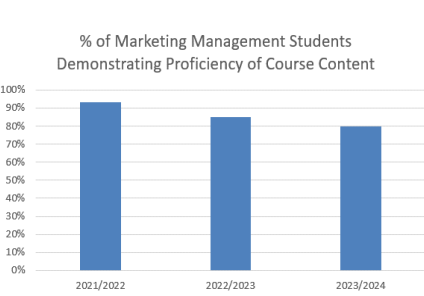
Analysis of Results

Performance Measure: For each assessment, identify the following - 1. Academic Program, 2. Student Learning Outcome, 3. Measurable Goal	What is your measurement instrument or process? Do not use grades. Indicate type of instrument (e.g. direct, formative, internal, comparative)	Current Results: What are your current results?	Analysis of Results: What did you learn from your results?	Action Taken or Improvement Made: What did you improve or what is your next step?	Provide a graph or table of resulting trends (3-5 data points preferred)								
For the Accounting and Finance Programs: Students will demonstrate the ability to prepare and analyze financial information essential for internal and external reporting and decision making. The goal is 70% of the students will meet this standard.	Summative Success is based on 70% of the students in Business Finance (FIN220) scoring 80% or better on the capstone project.	For the last three year period students have exceeded the standard when averaged for the academic year. 2021/2022 n = 36 2022/2023 n = 28 2023/2024 n = 60	The standard was exceeded for all years. For the period under review and results presented, the modality has either been face to face or a hybrid (blend between face to face and online).	No additional action is necessary as the goal was met for this measure. At this point, we do not plan to increase the goal.	<table border="1"> <caption>% of Accounting & Finance Students Demonstrating Proficiency</caption> <thead> <tr> <th>Year</th> <th>Proficiency %</th> </tr> </thead> <tbody> <tr> <td>2021/2022</td> <td>~90%</td> </tr> <tr> <td>2022/2023</td> <td>~95%</td> </tr> <tr> <td>2023/2024</td> <td>~80%</td> </tr> </tbody> </table>	Year	Proficiency %	2021/2022	~90%	2022/2023	~95%	2023/2024	~80%
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For the Accounting and Finance Programs, the Management, Marketing and Culinary Programs and the Administrative Services and Office Administration Programs: Business Law & Ethics (ACC130) is required in most majors within BEIT Division programs. ACC130 students will demonstrate an increased level of knowledge upon completion of this introductory course. The goal is at least a 20% increase in knowledge based on the pre-test/post-test scores.	Direct, Formative, Internal Students are given a pre-test at the beginning of the semester, and then a post-test (same questions) at the end of the semester. Success will be based on the pre-test and post-test average score. The goal is that students will achieve a 20% minimum increase in the post-test average in comparison to the pre-test average.	In this reporting period, the students have met the goal the most for 2023/2024 academic year, but not in the 2022/2023 academic year nor the 2021/2022 academic year. 2021/2022 n = 95 2022/2023 n = 123 2023/2024 n = 133	The pre-test/post-test was administered in a web-based modality in which the student was requested to complete the tests outside of class. This limits the number of students taking the assessment. Additionally, results are limited to students who completed both the pre-test and post-test. Only 42% of students completed both tests, which only provides a sample of the results. This may or may not be representative of the entire population of students completing this class. A full assessment of all students may significantly change the results.	The assessment will continue to be a part of our full semester web 3 classes as well as our face-to-face classes in future semesters. Faculty will make a concerted effort to ensure completion of both the pre-test and post-test to assess the entire class population to determine if the class meets the 20% threshold.	<table border="1"> <caption>% of Accounting and Finance Students Demonstrating Proficiency</caption> <thead> <tr> <th>Year</th> <th>Proficiency %</th> </tr> </thead> <tbody> <tr> <td>2021/2022</td> <td>~18%</td> </tr> <tr> <td>2022/2023</td> <td>~12%</td> </tr> <tr> <td>2023/2024</td> <td>~20%</td> </tr> </tbody> </table>	Year	Proficiency %	2021/2022	~18%	2022/2023	~12%	2023/2024	~20%
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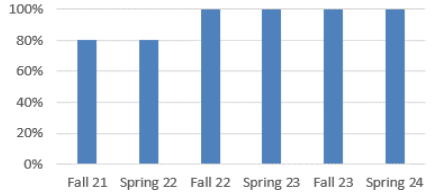
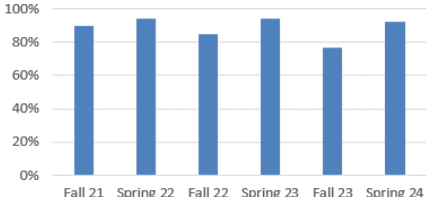
Analysis of Results

<p>Performance Measure: For each assessment, identify the following - 1. Academic Program, 2. Student Learning Outcome, 3. Measurable Goal</p>	<p>What is your measurement instrument or process? Do not use grades. Indicate type of instrument (e.g. direct, formative, internal, comparative)</p>	<p>Current Results: What are your current results?</p>	<p>Analysis of Results: What did you learn from your results?</p>	<p>Action Taken or Improvement Made: What did you improve or what is your next step?</p>	<p>Provide a graph or table of resulting trends (3-5 data points preferred)</p>								
<p>For the Accounting and Finance Programs: Students will demonstrate proficiency in the ACC238 Financial Statement Analysis course by completing an analysis project involving time series analysis on a selected company.</p>	<p>Summative Success is based on 70% of the students achieving 80% or better on the project in Financial Statement Analysis (ACC238).</p>	<p>The course is a required course in many Accounting degree programs in addition to the Finance program. The course had previously been offered only online but during the reporting period, we added some hybrid sections of the course as well as fully online. We have achieved our goal for the current periods presented. 2021/2022 n = 28 2022/2023 n = 48 2023/2024 n = 47</p>	<p>The standard was met for all three academic years. The course enrollment has increased due to being a required course in more programs and offered more often, so the sample sizes are more reasonable for the second and third years of this sample. Students continue to meet the goal for successfully completing the project.</p>	<p>The project will continue to be assigned and the results monitored in the future academic years. The goal will not be changed at this time.</p>	<p align="center">% of Accounting & Finance Students Demonstrating Proficiency</p> <table border="1"> <caption>% of Accounting & Finance Students Demonstrating Proficiency</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>2021/2022</td> <td>~92%</td> </tr> <tr> <td>2022/2023</td> <td>100%</td> </tr> <tr> <td>2023/2024</td> <td>80%</td> </tr> </tbody> </table>	Year	Percentage	2021/2022	~92%	2022/2023	100%	2023/2024	80%
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<p>For the Accounting and Finance Programs: Accounting students will demonstrate the ability to prepare a case study tax return to demonstrate the knowledge of tax laws. The goal is that 70% of the students will meet this standard.</p>	<p>Formative Success is based on 70% of the students achieving 70% or better on the tax project in Taxation I (ACC131).</p>	<p>The standard has been successfully met each semester. 2021/2022 n = 49 2022/2023 n = 55 2023/2024 n = 55</p>	<p>The standard was met or exceeded for all periods.</p>	<p>Given that the students have consistently exceeded the 70% goal and now approaching or exceeding 80% for this measure, the goal will be increased to 80% for future reporting periods. The project will continue to be assigned to students and the results will be monitored to ensure students have gained an understanding of the ever-changing tax laws. And the assignments have been evolving using more advanced and electronic methods in line with the real world of tax preparation.</p>	<p align="center">% of Accounting & Finance Students Demonstrating Proficiency</p> <table border="1"> <caption>% of Accounting & Finance Students Demonstrating Proficiency</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>2021/2022</td> <td>~90%</td> </tr> <tr> <td>2022/2023</td> <td>~80%</td> </tr> <tr> <td>2023/2024</td> <td>~85%</td> </tr> </tbody> </table>	Year	Percentage	2021/2022	~90%	2022/2023	~80%	2023/2024	~85%
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<p>For the Administrative Office Administration Program and Legal Assisting Program: Administrative Office Professional and Legal Assisting students will be able to use resources, make decisions, and exhibit proficiency in the use of office procedures and information systems used in automated office environments. The goal is 70% of the students will meet this standard.</p>	<p>External Success is based on a score of at least 70% on the Office Proficiency Assessment & Certification (OPAC) automated test package by students enrolled in the AOT Practicum (AOT232). The standard of 70% on the various skill tests is representative of the certification standards specified by the International Association of Administrative Professionals (IAAP).</p>	<p>For the last 3 years, the students have met or exceeded the standard. Spring 2021 n = 7 Spring 2022 n = 14 Spring 2023 n = 14</p>	<p>Since no deficiencies were noted, the Digital Media and Administrative Technologies Department will continue to monitor the annual results in this area for the Administrative Office Administration Program and the Legal Assisting Program and take appropriate action when deemed necessary.</p>	<p>None required. We have consistently exceeded this goal. Given the small number of students, we are hesitant to increase this goal as we are more than meeting the industry requirement in this area, but we will continue to reassess the standards and increase the goal in the future if the industry standards increase.</p>	<p align="center">% of AOP and LA Students Achieving a Minimum of 70% on OPAC Tests</p> <table border="1"> <caption>% of AOP and LA Students Achieving a Minimum of 70% on OPAC Tests</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Sp 2021</td> <td>100%</td> </tr> <tr> <td>Sp 2023</td> <td>100%</td> </tr> <tr> <td>Sp 2024</td> <td>100%</td> </tr> </tbody> </table>	Year	Percentage	Sp 2021	100%	Sp 2023	100%	Sp 2024	100%
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<p>For the Administrative Office Administration and Legal Assisting Programs:</p> <p>Administrative Office Professional and Legal Assisting students will be able to acquire, organize, and evaluate information for making decisions and solving problems in business environments.</p> <p>The goal is 70% of the students will meet this standard</p>	<p>Indirect</p> <p>Success is based on an overall rating of at least 3 on a scale of 0-4 on performance evaluations completed by Practicum supervisors for students enrolled in the Administrative Office Technologies Practicum (AOT232).</p>	<p>For the last 3 years, the students have met or exceeded the standard.</p> <p>Spring 2021 n= 7 Spring 2022 n= 14 Spring 2023 n= 14</p>	<p>Since no deficiencies were noted, the Digital Media and Administrative Technologies Department will continue to monitor the annual results in this area for the Administrative Office Administration and Legal Assisting Programs and take appropriate action when deemed necessary.</p>	<p>None required.</p> <p>We have consistently exceeded this goal and do not plan to increase the goal at this time. But this gives us the opportunity to reassess the standards and increase the goal in the future if indicated.</p>	<p align="center">% of AOP and LA Students Achieving an Average of 3 on Supervisor Evaluation</p>  <table border="1"> <caption>% of AOP and LA Students Achieving an Average of 3 on Supervisor Evaluation</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Sp 2021</td> <td>100%</td> </tr> <tr> <td>Sp 2023</td> <td>100%</td> </tr> <tr> <td>Sp 2024</td> <td>100%</td> </tr> </tbody> </table>	Year	Percentage	Sp 2021	100%	Sp 2023	100%	Sp 2024	100%
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<p>For the Administrative Office Administration and Legal Assisting Programs:</p> <p>Administrative Office Professional and Legal Assisting students will be able to demonstrate employability skills and professionalism through sound work habits, ethics and responsibility, and work in individual, team and group settings.</p> <p>The goal is 70% of the students will meet this standard.</p>	<p>Indirect</p> <p>Success is based on an overall rating of at least 3 on a scale of 0-4 on performance evaluations completed by Practicum supervisors for students enrolled in the Administrative Office Technologies Practicum (AOT232).</p>	<p>For the last 3 years, the students have met or exceeded the standard.</p> <p>Spring 2021 n= 7 Spring 2022 n= 14 Spring 2023 n= 14</p>	<p>Since no deficiencies were noted, the Digital Media and Administrative Technologies Department will continue to monitor the annual results in this area for the Administrative Office Administration and Legal Assisting Programs and take appropriate action when deemed necessary.</p>	<p>None required.</p> <p>We have consistently exceeded this goal and do not plan to increase the goal at this time. But this gives us the opportunity to reassess the standards and increase the goal in the future if indicated.</p>	<p align="center">% of AOP and LA Students Achieving a Minimum of 3 Rating on Professionalism</p>  <table border="1"> <caption>% of AOP and LA Students Achieving a Minimum of 3 Rating on Professionalism</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Sp 2021</td> <td>100%</td> </tr> <tr> <td>Sp 2024</td> <td>100%</td> </tr> <tr> <td>Sp 2023</td> <td>100%</td> </tr> </tbody> </table>	Year	Percentage	Sp 2021	100%	Sp 2024	100%	Sp 2023	100%
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<p>For the Management and Marketing Program:</p> <p>Marketing Management students will demonstrate the ability to formulate and execute marketing mix strategies.</p> <p>The goal is 90% of the students will meet this standard.</p>	<p>Summative</p> <p>Success is based on a cumulative passing grade of 80% or greater on quizzes, written team projects and oral presentation on marketing mix development by each student enrolled in capstone course Market Planning (MKT229)</p>	<p>Students exceeded the goal for the 2021/2022 academic year, but not for the last two years reported, 2022/2023 and 2023/2024.</p> <p>2021/2022 n= 15 2022/2023 n= 13 2023/2024 n= 18</p>	<p>For the period under review, the modality for each period has been online (W3). The goal still seems reasonable and reachable though the success trend is downward. The Management, Marketing and Culinary Department will continue to monitor the annual results in this area to determine if this was an anomaly or if the trend is actually declining as it appears and what modifications in curriculum or approach are necessary.</p>	<p>We will continue with the same goal for another cycle and monitor the results annually to see if this was an anomaly or if the 90% goal is not being met and what other modifications need to be made to achieve the goal. Faculty will focus on keeping students engaged especially during the last few weeks of the semester when some students begin to lose focus and interest.</p>	<p align="center">% of Marketing Management Students Demonstrating Proficiency of Course Content</p>  <table border="1"> <caption>% of Marketing Management Students Demonstrating Proficiency of Course Content</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>2021/2022</td> <td>90%</td> </tr> <tr> <td>2022/2023</td> <td>80%</td> </tr> <tr> <td>2023/2024</td> <td>75%</td> </tr> </tbody> </table>	Year	Percentage	2021/2022	90%	2022/2023	80%	2023/2024	75%
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<p>For the Management and Marketing Program:</p> <p>Marketing Management students will demonstrate the ability to prepare, organize, and complete a comprehensive market planning process utilizing effective marketing techniques and methodology.</p> <p>The goal is 90% of the students will meet this standard.</p>	<p>Summative</p> <p>Success will be based on a score of 80% or greater on the capstone course Market Planning Team Project and Team Presentation by students enrolled in Market Planning (MKT229).</p>	<p>For the first two semesters in this reporting period, Fall 21 and Spring 22, students did not achieve the 90% goal. But students have exceeded the standard for the remainder of the semesters presented.</p> <p>2021/2022 n= 15 2022/2023 n= 13 2023/2024 n= 16</p>	<p>The Marketing Management Department will continue to monitor the annual results in this area to assure that the 90% goal is still appropriate. At this point, we are concluding that the first two semesters presented were an anomaly. For the period under review, the modality for each period has been online (W3).</p>	<p>Because it was only the first academic year of the report that did not meet the goal of 90%, but the last four semesters (two most recent academic years) exceeded the 90% goal, reaching 100%, we believe the goal will remain the same.</p>	<p align="center">% of Marketing Management Students Demonstrating Proficiency with Team Project</p>  <table border="1"> <caption>Data for Marketing Management Proficiency</caption> <thead> <tr> <th>Semester</th> <th>Proficiency %</th> </tr> </thead> <tbody> <tr> <td>Fall 21</td> <td>80%</td> </tr> <tr> <td>Spring 22</td> <td>80%</td> </tr> <tr> <td>Fall 22</td> <td>100%</td> </tr> <tr> <td>Spring 23</td> <td>100%</td> </tr> <tr> <td>Fall 23</td> <td>100%</td> </tr> <tr> <td>Spring 24</td> <td>100%</td> </tr> </tbody> </table>	Semester	Proficiency %	Fall 21	80%	Spring 22	80%	Fall 22	100%	Spring 23	100%	Fall 23	100%	Spring 24	100%
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<p>For the Management and Marketing Program: Business Management students will demonstrate the ability to organize multiple business operations and make decisions using a team-based approach utilizing proven business planning techniques. The goal is that 90% of the students will meet this standard.</p>	<p>Summative</p> <p>Success will be based on a score of 80% or greater on the capstone Business Decision Making (MGT223) business simulation project and annual report.</p>	<p>For two of the six semesters presented, the goal of 90% was not met. But the other four semesters the goal of 90% was met or exceeded.</p> <p>2021/2022 n= 107 2022/2023 n= 103 2023/2024 n= 99</p>	<p>When averaged for the six semesters, three academic years, the goal of 90% was met. Due to the team-oriented nature of this course, results can be significantly affected by one individual or one team's poor performance. For the period under review, the modality for each period has been face-to-face, face-to-face on Zoom (W4), and online (W3).</p>	<p>We will continue to monitor the annual results of the Business Decision Making business simulation project and annual report process. At this time given that the average of the three years met or exceeded 90%, the goal will remain the same.</p>	<p align="center">% of Management Students Demonstrating Proficiency</p>  <table border="1"> <caption>Data for Management Student Proficiency</caption> <thead> <tr> <th>Semester</th> <th>Proficiency %</th> </tr> </thead> <tbody> <tr> <td>Fall 21</td> <td>88%</td> </tr> <tr> <td>Spring 22</td> <td>92%</td> </tr> <tr> <td>Fall 22</td> <td>85%</td> </tr> <tr> <td>Spring 23</td> <td>90%</td> </tr> <tr> <td>Fall 23</td> <td>75%</td> </tr> <tr> <td>Spring 24</td> <td>90%</td> </tr> </tbody> </table>	Semester	Proficiency %	Fall 21	88%	Spring 22	92%	Fall 22	85%	Spring 23	90%	Fall 23	75%	Spring 24	90%
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