# UAF Community & Technical College
## Outcomes Assessment Implementation Summary
### Applied Business Management Certificate
#### Academic Year
|------------------|-----------|-----------|-----------|-----------|-----------|
| **Assessment Information collected** | 1. Developed departmental strategic planning process – strengths, weaknesses, opportunities and threats.  
2. Continued to monitor and evaluate credit hour production and graduation rates.  
3. Continued to use departmental advisory board to monitor changes in external environment.  
4. Continued to track student opinions of instruction.  
5. Conducted a satisfaction survey of | 1. Fully merged OMT program into ABUS.  
2. Secure articulation agreements with a Bachelor of Business Programs at UAF and UAS.  
3. Continued to monitor and evaluate credit hour production and graduation rates.  
4. Continued to use departmental advisory board to monitor changes in external environment.  
5. Continued to track student opinions of instruction.  
6. Conducted a satisfaction survey of | 1. Collect work samples from various courses.  
2. Insure that student learning outcomes are included in all syllabi.  
3. Evaluate course completion ratios.  
4. Continue to track student opinions of instruction.  
5. Conduct a satisfaction survey of recent graduates.  
6. Conduct a survey of student satisfaction with compressed courses. | 1. Continue to collect work samples from various courses.  
2. Insure that student learning outcomes are included in all syllabi.  
3. Evaluate course completion ratios.  
4. Continue to track student opinions of instruction.  
5. Conduct a satisfaction survey of recent graduates.  
6. Develop and | 1. Continue to collect work samples from various courses.  
2. Insure that student learning outcomes are included in all syllabi.  
3. Evaluate course completion ratios.  
4. Continue to track student opinions of instruction.  
5. Conduct a satisfaction survey of recent graduates.  
6. Develop and |
|                  |           |           |           |           |           |
### Conclusions drawn from this information

1. **See attached department purpose, vision, values and goals statement.**
2. **Credit hour production reached all time highs for both fall and spring semesters.** See attached chart.
3. **Advisory board is active.** Met twice to review curriculum and degree options. As a direct result we will drop intermediate accounting and add managerial accounting.
4. **Student opinion of instruction is very high.** Average overall full and part time score is 4.1.
   - Successfully recruited two outstanding graduates.

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<tr>
<th>Conclusions drawn from this information</th>
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<tr>
<td>1. <strong>Launched first Administrative Assistant Academy (AAA).</strong></td>
<td>1. <strong>Discovered that the first academy offered in the fall did not attract adequate enrollment.</strong> Will try again next year in the Spring.</td>
<td>1. <strong>Student work samples collected indicate students are achieving desired assurance of learning.</strong> Very few students are earning grades less than “C”.</td>
<td>1. Work samples were collected from ABUS 179-Supervision to determine student grasp of learning outcomes for Business programs. Business faculty reviewed work samples and determined students were grasping intended learning outcomes.</td>
<td>2. <strong>Management Concentration developed and approved by UAF faculty senate.</strong> Now in catalog.</td>
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<td>2. <strong>Developed new Management Concentration to seamlessly articulate from AAS to BBA.</strong></td>
<td>2. <strong>Experience a low spike in the fall followed by increases in spring.</strong> Recession and sabbatical by senior faculty member contributed.</td>
<td>3. <strong>Students are happy with program.</strong> Enrollment growing.</td>
<td>3. Did not conduct a survey of graduates. Will do so in 2011.</td>
<td>3. <strong>Three occupational endorsements approved.</strong></td>
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<td>3. <strong>Credit hour production continues to grow.</strong></td>
<td>3. <strong>Experience a low spike in the fall followed by increases in spring.</strong> Recession and sabbatical by senior faculty member contributed.</td>
<td>4. <strong>Discovered that students entering programs had good computer skills, but poor knowledge of personal finance and investing.</strong></td>
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<td>4. <strong>Advisory board continues to take active role in program development.</strong></td>
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<td>4. <strong>Advisory board is active.</strong> Met twice to review curriculum and degree options. As a direct result we will develop a Bookkeeping Technician Occupational Endorsement.</td>
<td>4. <strong>Student work samples collected indicate students are achieving desired assurance of learning.</strong> Very few students are earning grades less than “C”.</td>
<td>5. <strong>Number of graduates declined this year due to low spike of enrollments last year.</strong> (see #3 to the left under 2008-2009 conclusions).</td>
<td>5. **Analysis of enrollment showed</td>
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<td>5. <strong>Discovered that the first academy offered in the fall did not attract adequate enrollment.</strong> Will try again next year in the Spring.</td>
<td>5. <strong>Online courses are filling first each semester,</strong></td>
<td>5. **SOIs continue to</td>
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| Curricular changes resulting from conclusions | 1. Have eliminated CIOS designator for OMT courses and created ABUS designations.  
2. Will have to create a new concentration in AAS degree which more clearly articulates to BBA. | 1. Added AAS concentration in Management to Articulate to BBA Degrees.  
2. Added AAS concentration in Applied Management to allow other certificate holders to articulate to ABUS.  
3. Developed Bookkeeping Technician Occupational | 1. No curriculum changes required. Continued to develop new online courses. | 1. Eliminated CIOS elective from core business curriculum and added new course ABUS 161 - Personal and Business Finance.  
3. Started developing 6 more courses for web based delivery. Goal is to have Certificate and AAS in Accounting also totally available online next year. | 1. Based upon findings in ABUS 154 pre and post assessment we will develop pre assessment for applied business to be given on first day of BA 151 and a post assessment test will be developed and given on the last day of BA 151.  
2. Strengthened growth in online courses by signing a MOA with the Center for Distance Ed to jointly offer online ABUS courses.  
3. In fall of 2010 ABUS... |

- community professionals to teach adjunct this year (Gordon Cooper and Marilyn Romano).
- 5. 100% of Graduates are employed. 78% are continuing their education. Dissatisfaction expressed at inability to articulate to a BBA degree from the AAS.
- 6. Conducted pre and post assessment test in ABUS 154-Human Relations to evaluate course learning. Average score on pretest was 45%. Average score rose to 85% on post assessment.
- high. 88% of graduates are employed. 60% continued their education.
- remain very high. Two adjunct faculty who did not bring up their SOI scores were not rehired.
- 7. Did not conduct graduate survey this year.
4. Entire ABUS Certificate and AAS Degree is now available via distance online delivery. We will add more courses to compressed delivery and develop additional courses for online web delivery. Endorsement at CTC generated a total of 2,176 credits and produced a net instructional income of $7.86 per credit after faculty salary and benefits were deducted from tuition revenue generated. 4. Based upon growth in popularity of Human Resource Management concentration ABUS will develop a proposal for an HR Occupational Endorsement.