

Measurement and Analysis of Student Learning and Performance

Performance Indicator	Definition
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>

Analysis of Results

Performance Measure Measurable goal What is your	What is your measurement instrument or process? Do not use grades. (Indicate type of	Current Results What are your current results?	Analysis of Results What did you learn from the results?	Action Taken or Improvement made	Insert Graphs or Tables of Resulting Trends (3-5 data points preferred)
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AABA

Pre/Post test scores with a benchmark of 75 or a difference of 30 points between pre and post test scores	Formative, Internal	Current Results are average post test score 78 with a difference of 35	The Benchmark was met	Overall the benchmark was met and is continually met each year. Upon further review of the detail, the department noted that GEB1112S was below the benchmark. The department will review the questions to ensure alignment with course objectives.	<div style="text-align: center;"> <p>AABA Pre/Post Test</p> <table border="1" style="margin: auto; border-collapse: collapse;"> <caption>Chart Data</caption> <thead> <tr> <th>Year</th> <th>Post Test</th> <th>Gain</th> <th>Benchmark for Pre/Post Score</th> <th>Benchmark for Gain</th> </tr> </thead> <tbody> <tr> <td>2019</td> <td>72</td> <td>30</td> <td>75</td> <td>30</td> </tr> <tr> <td>2020</td> <td>78</td> <td>35</td> <td>75</td> <td>30</td> </tr> <tr> <td>2021</td> <td>78</td> <td>35</td> <td>75</td> <td>30</td> </tr> </tbody> </table> </div>	Year	Post Test	Gain	Benchmark for Pre/Post Score	Benchmark for Gain	2019	72	30	75	30	2020	78	35	75	30	2021	78	35	75	30
Year	Post Test	Gain	Benchmark for Pre/Post Score	Benchmark for Gain																					
2019	72	30	75	30																					
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Graduate Exit survey with a benchmark of 4 or above out of 5	Summative, Internal	The current results are 3.7	The Benchmark was not met.	Overall the benchmark was not met. Upon further review of the detail, the department noted that the lowest score was on using quantitative techniques. The department will be adding additional reviews and use of quantitative techniques within the applicable courses.	<div style="text-align: center;"> <p>AABA Graduate Exit</p> <table border="1" style="display: none;"> <caption>AABA Graduate Exit Data</caption> <thead> <tr> <th>Year</th> <th>AABA Score</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2019</td> <td>4.0</td> <td>4.0</td> </tr> <tr> <td>2020</td> <td>4.3</td> <td>4.0</td> </tr> <tr> <td>2021</td> <td>3.7</td> <td>4.0</td> </tr> </tbody> </table> </div>	Year	AABA Score	Benchmark	2019	4.0	4.0	2020	4.3	4.0	2021	3.7	4.0
Year	AABA Score	Benchmark															
2019	4.0	4.0															
2020	4.3	4.0															
2021	3.7	4.0															
Employer Satisfaction survey with a benchmark of 4 or above out of 5	Summative, Internal	No data	No data	The department will reach out to more graduates to encourage their employers to fill out the survey and work with Student Services to follow up with employers to increase data collection.	<div style="text-align: center;"> <p>AABA Employer Satisfaction</p> <table border="1" style="display: none;"> <caption>AABA Employer Satisfaction Data</caption> <thead> <tr> <th>Year</th> <th>Employer Satisfaction</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2019</td> <td>4.8</td> <td>4.0</td> </tr> <tr> <td>2020</td> <td>-</td> <td>4.0</td> </tr> <tr> <td>2021</td> <td>-</td> <td>4.0</td> </tr> </tbody> </table> </div>	Year	Employer Satisfaction	Benchmark	2019	4.8	4.0	2020	-	4.0	2021	-	4.0
Year	Employer Satisfaction	Benchmark															
2019	4.8	4.0															
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Measurement and Analysis of Student Learning and Performance

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Performance Measure Measurable goal What is your	What is your measurement instrument or process? Do not use grades. (Indicate type of	Current Results What are your current results?	Analysis of Results What did you learn from the results?	Action Taken or Improvement made	Insert Graphs or Tables of Resulting Trends (3-5 data points preferred)												
Placement Rate with a benchmark of 90%	Summative, External	The current results are 94.4%	The Benchmark was met. Student Services updates the data on an on-going basis and this data is pulled at year end for past full years to allow students time for placement.	Overall, the benchmark has been meet for each year shown. The business unit will continue to work with Career Services to maintain a high placement rate.	<table border="1" style="margin: 10px auto; border-collapse: collapse;"> <caption>AABA Job Placement Data</caption> <thead> <tr> <th>Year</th> <th>Placement Rate (%)</th> <th>Benchmark (%)</th> </tr> </thead> <tbody> <tr> <td>2018</td> <td>100</td> <td>90</td> </tr> <tr> <td>2019</td> <td>100</td> <td>90</td> </tr> <tr> <td>2020</td> <td>94.4</td> <td>90</td> </tr> </tbody> </table>	Year	Placement Rate (%)	Benchmark (%)	2018	100	90	2019	100	90	2020	94.4	90
Year	Placement Rate (%)	Benchmark (%)															
2018	100	90															
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BABA

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Analysis of Results

Performance Measure Measurable goal What is your goal?	What is your measurement instrument or process? Do not use grades. (Indicate type of instrument used)	Current Results What are your current results?	Analysis of Results What did you learn from the results?	Action Taken or Improvement made	Insert Graphs or Tables of Resulting Trends (3-5 data points preferred)												
Pre/Post test scores with a benchmark of 75 OR a difference of 30 points between pre and post test scores	Formative, Internal	Current Results for the BABA program were an average post test score of 79 with a difference of 38	The Benchmark was met	Overall the benchmark was met and was continually met for each year shown. Upon further review of the detail, the department noted that the Finance courses were below the benchmark. The department will be updating pre and post test questions to ensure alignment with course objectives	<div style="text-align: center;"> <table border="1" style="margin: 10px auto; border-collapse: collapse;"> <caption>BABA Pre/Post Test Data</caption> <thead> <tr> <th>Year</th> <th>Post Test Score</th> <th>Gain</th> </tr> </thead> <tbody> <tr> <td>2019</td> <td>80</td> <td>36</td> </tr> <tr> <td>2020</td> <td>79</td> <td>38</td> </tr> <tr> <td>2021</td> <td>78</td> <td>38</td> </tr> </tbody> </table> </div>	Year	Post Test Score	Gain	2019	80	36	2020	79	38	2021	78	38
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Peregrine Examination with a benchmark of 50	Summative, External	The average score of BABA students was 68.05	The Benchmark was met	Overall the benchmark was met. Upon a more detailed review, Marketing in the Latin Division was below the benchmark. This division will be adding more reviews and discussions of terminology and concepts to increase student scores.	<table border="1" style="margin: 10px auto; border-collapse: collapse;"> <caption>BABA Peregrine Exam Data</caption> <thead> <tr> <th>Year</th> <th>BA Score-Total</th> <th>BenchMark</th> </tr> </thead> <tbody> <tr> <td>2019</td> <td>58</td> <td>50</td> </tr> <tr> <td>2020</td> <td>68</td> <td>50</td> </tr> <tr> <td>2021</td> <td>68</td> <td>50</td> </tr> </tbody> </table>	Year	BA Score-Total	BenchMark	2019	58	50	2020	68	50	2021	68	50
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Graduate Exit survey with a benchmark of 4 or above out of 5	Summative, Internal	The current result from the BABA program were 4.4	The Benchmark was met	Overall, the benchmark was met and increased by 8%.	<div style="text-align: center;"> <p>BABA Graduate Exit</p> <table border="1" style="margin: 10px auto; border-collapse: collapse;"> <caption>BABA Graduate Exit Data</caption> <thead> <tr> <th>Year</th> <th>BA Score-total</th> <th>BenchMark</th> </tr> </thead> <tbody> <tr> <td>2019</td> <td>4.2</td> <td>4.0</td> </tr> <tr> <td>2020</td> <td>4.0</td> <td>4.0</td> </tr> <tr> <td>2021</td> <td>4.4</td> <td>4.0</td> </tr> </tbody> </table> </div>	Year	BA Score-total	BenchMark	2019	4.2	4.0	2020	4.0	4.0	2021	4.4	4.0
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2019	4.2	4.0															
2020	4.0	4.0															
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Placement Rate with a benchmark of 90%	Summative, External	The current result of the BABA program were 96.9%	The Benchmark was met. Student Services updates the data on an on-going basis and this data is pulled at year end for past full years to allow students time for placement.	Overall the benchmark was met for each year shown. To maintain the high placement, the department will continue to work with Career Services.	<div style="text-align: center;"> <p>BABA Job Placement</p> <table border="1" style="margin: 10px auto; border-collapse: collapse;"> <caption>BABA Job Placement Data</caption> <thead> <tr> <th>Year</th> <th>placement</th> <th>benchmark</th> </tr> </thead> <tbody> <tr> <td>2018</td> <td>93.5</td> <td>90</td> </tr> <tr> <td>2019</td> <td>97.5</td> <td>90</td> </tr> <tr> <td>2020</td> <td>97.0</td> <td>90</td> </tr> </tbody> </table> </div>	Year	placement	benchmark	2018	93.5	90	2019	97.5	90	2020	97.0	90
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Employer Satisfaction survey with a benchmark of 4 or above out of 5	Summative, Internal	The current results were 4.0	The Benchmark was met	Overall the benchmark was met. Upon further review of the detail, the lowest scores were noted on soft skills. The department will encourage faculty to have students present their papers in every class.	<div style="text-align: center;"> <p>BABA Employer Satisfaction</p> <table border="1" style="margin: 10px auto; border-collapse: collapse;"> <caption>BABA Employer Satisfaction Data</caption> <thead> <tr> <th>Year</th> <th>Employer Satisfaction Score</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>2019</td> <td>4.6</td> <td>4.0</td> </tr> <tr> <td>2020</td> <td>4.8</td> <td>4.0</td> </tr> <tr> <td>2021</td> <td>4.0</td> <td>4.0</td> </tr> </tbody> </table> </div>	Year	Employer Satisfaction Score	Benchmark	2019	4.6	4.0	2020	4.8	4.0	2021	4.0	4.0
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2020	4.8	4.0															
2021	4.0	4.0															