

**BACHELOR OF ARTS IN ORGANIZATIONAL MANAGEMENT: ANNUAL ASSESSMENT PLAN & FINDINGS  
2010-2011 ACADEMIC YEAR**

**2010 – 2011 CURRICULUM MAP**

	<b>PLO 1</b> Examine one’s personal leadership style and determine its appropriateness to various organizational situations.	<b>PLO 2</b> Demonstrate appropriate decision-making skills in organizational contexts.	<b>PLO 3</b> Formulate strategies for effective team development.	<b>PLO 4</b> Analyze alternative solutions for complex business problems.	<b>PLO 5</b> Compare and contrast individual characteristics that influence work behaviors and organizational effectiveness.	<b>PLO 6</b> Analyze the impact of social problems on the workplace at the individual, group, organizational, and societal levels.
<i>MGT 330: Management for Organizations</i>	<b>I</b>	<b>I</b>	<b>I</b>	<b>I</b>		<b>I</b>
<i>MGT 380: Leadership for Organizations</i>	<b>M</b>		<b>R</b>		<b>I</b>	<b>R</b>
<i>MGT 415: Group Behavior in Organizations</i>	<b>R</b>	<b>R</b>	<b>M</b>		<b>R</b>	<b>R</b>
<i>SOC 402: Contemporary Social Problems and the Workplace</i>	<b>R</b>					<b>M</b>
<i>COM 425: Communication in Organizations</i>						
<i>MGT 435: Organizational Change</i>		<b>M</b>				
<i>BUS 303: Human Resources Management</i>				<b>R</b>		

<i>MGT 450: Strategic Planning for Organizations</i>				R		
<i>PHI 445: Personal and Organizational Ethics</i>	M		M		M	M
<i>MGT 460: Leadership Priorities and Practice</i>	M			M		M

I (INTRODUCED) R (REINFORCED) M (MASTERED)

<b>ANNUAL ASSESSMENT PLAN FINDINGS</b>					
<b>PLO 1 - Examine one’s personal leadership style and determine its appropriateness to various organizational situations.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET  2. MEETS THE ACCEPTABLE TARGET  3. DOES NOT MEET THE ACCEPTABLE TARGET  4. INSUFFICIENT DATA</b>

<p>Direct Measure 1: CPC Comprehensive Exam - Management Section</p>	<p>100% (of the sample selected) score at or above the average in the PAS “Online Campus” and “Traditional Campus” Aggregate Pools related to the Management section of the CPC comprehensive exam when compared to other competitive programs.</p>	<p>N/A</p>	<p>N/A</p>	<p>BAOM students’ aggregate scores in the Management section of the CPC Comprehensive Exam were above the averages of the PAS “Online Campus” and “Traditional Campus” pools.</p>	<p>2. MEETS THE ACCEPTABLE TARGET</p>
<p>Direct Measure 2: CPC Comprehensive Exam-Score</p>	<p>90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.</p>	<p>900</p>	<p>920</p>	<p>900 out of 920 (97.83%) BAOM students scored 400 or higher on the CPC comprehensive exam. Mean = 586.6 Standard Deviation = 96.25</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Direct Measure 3: MGT 380 Final Project</p>	<p>100% (of the sample selected) must score 70% or higher on the final project and demonstrate understanding of one’s personal leadership style.</p>	<p>2362</p>	<p>2585</p>	<p>2,362 out of 2,585 (91.37%) students sampled during the 2010-2011 Academic Year scored a 70% or higher on the final project.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

<p>Indirect Measure 1: Alumni Survey</p>	<p>70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either “Agree” or “Strongly Agree.” The three questions used to gauge career success include:</p> <ul style="list-style-type: none"> <li>• (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track.</li> <li>• (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#53) – Earning my degree from Ashford University resulted in making me more employable.</li> </ul>	<p>1054/1115/1121</p>	<p>1275</p>	<p>On average, 86.01% BAOM students who took the Ashford Alumni Survey in December 2010 “strongly agree” or “agree” that their Ashford University degree has contributed to career success.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 2: Graduate Satisfaction Survey</p>	<p>70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either “High Quality” or “Very High Quality.” The three questions used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> <li>• How would you rate the quality of the course material?</li> <li>• How would you rate the quality of the course?</li> <li>• How would you rate the quality of the instructor?</li> </ul>	<p>1306/1355/1348</p>	<p>1536</p>	<p>On average, 79.91% of students who took the End-of-Course survey for MGT 380 during the 2010-2011 Academic Year rated the course material, course, and instructor as “High Quality” or “Very High Quality.”</p> <p>On average,</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				<p>86.80% of students who took the End-of-Course survey for PHI 445 during the 2010-2011 Academic Year rated the course material, course, and instructor as “High Quality” or “Very High Quality.”</p> <p>On average, 79.26% of students who took the End-of-Course survey for MGT 460 during the 2010-2011 Academic Year rated the course material, course, and instructor as “High Quality” or “Very High Quality.”</p>	
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PLO 2 - Demonstrate appropriate decision-making skills in organizational contexts.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET  2. MEETS THE ACCEPTABLE TARGET  3. DOES NOT MEET THE ACCEPTABLE TARGET  4. INSUFFICIENT DATA
Direct Measure 1: CPC Comprehensive Exam - Management Section	100% (of the sample selected) score at or above the average in the PAS "Online Campus" and "Traditional Campus" Aggregate Pools related to the Management section of the CPC comprehensive exam when compared to other competitive programs.	N/A	N/A	BAOM students' aggregate scores in the Management section of the CPC Comprehensive Exam were above the averages of the PAS "Online Campus" and "Traditional Campus" pools.	1. EXCEEDS THE ACCEPTABLE TARGET

<p>Direct Measure 2: CPC Comprehensive Exam-Score</p>	<p>90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.</p>	<p>900</p>	<p>920</p>	<p>900 out of 920 (97.83%) BAOM students scored 400 or higher on the CPC comprehensive exam. Mean = 586.6 Standard Deviation = 96.25</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Direct Measure 3: MGT 435 Final Project</p>	<p>100% (of the sample selected) must score 70% or higher on final project and demonstrate understanding of appropriate decision-making skills in organizational contexts.</p>	<p>2124</p>	<p>2257</p>	<p>2,124 out of 2,257 (94.11%) students sampled during the 2010-11 Academic Year scored a 70% or higher on the final project and demonstrated understanding of appropriate decision-making skills in organizational contexts.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 1: Alumni Survey</p>	<p>70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either “Agree” or “Strongly Agree.” The three</p>	<p>1054/1115/1121</p>	<p>1275</p>	<p>On average, 86.01% BAOM students who took the Ashford Alumni Survey in</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>



	<p>questions used to gauge career success include:</p> <ul style="list-style-type: none"> <li>• (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track.</li> <li>• (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#53) – Earning my degree from Ashford University resulted in making me more employable.</li> </ul>			<p>December 2010 “strongly agree” or “agree” that their Ashford University degree has contributed to career success.</p>	
<p>Indirect Measure 2: Graduate Satisfaction Survey</p>	<p>70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either “High Quality” or “Very High Quality.” The three questions used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> <li>• How would you rate the quality of the course material?</li> <li>• How would you rate the quality of the course?</li> <li>• How would you rate the quality of the instructor?</li> </ul>	<p>1306/1355/1348</p>	<p>1536</p>	<p>On average, 87.00% of students who took the End-of-Course survey for MGT 435 during the 2010-2011 Academic Year rated the course material, course, and instructor as “High Quality” or “Very High Quality.”</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

PLO 3 - Formulate strategies for effective team development.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: CPC Comprehensive Exam – Business Leadership Section	100% (of the sample selected) score at or above the average in the PAS “Online Campus” and “Traditional Campus” Aggregate Pools related to the Business Leadership section of the CPC comprehensive exam when compared to other competitive programs.	N/A	N/A	BAOM students’ aggregate scores in the Business Leadership section of the CPC Comprehensive Exam were above the averages of the PAS “Online Campus” and “Traditional Campus” pools.	2. MEETS THE ACCEPTABLE TARGET

<p>Direct Measure 2: CPC Comprehensive Exam-Score</p>	<p>90% (of the sample selected) score 400 or higher on the CPC comprehensive exam.</p>	<p>900</p>	<p>920</p>	<p>900 out of 920 (97.83%) BAOM students scored 400 or higher on the CPC comprehensive exam. Mean = 586.6 Standard Deviation = 96.25</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Direct Measure 3: MGT 415 Final Project</p>	<p>100% (of the sample selected) must score 70% or higher on final project and demonstrate understanding of strategies for effective team development.</p>	<p>2087</p>	<p>2261</p>	<p>2,087 out of 2,261 (92.30%) students sampled during the 2010-11 Academic Year scored a 70% or higher on the final project and demonstrated understanding of strategies for effective team development.</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Indirect Measure 1: Alumni Survey</p>	<p>70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either “Agree” or “Strongly Agree.” The three questions used to gauge career success include:</p>	<p>1054/1115/1121</p>	<p>1275</p>	<p>On average, 86.01% BAOM students who took the Ashford Alumni Survey in December 2010 “strongly agree” or</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

	<ul style="list-style-type: none"> <li>• (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track.</li> <li>• (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#53) – Earning my degree from Ashford University resulted in making me more employable.</li> </ul>			“agree” that their Ashford University degree has contributed to career success.	
Indirect Measure 2: Graduate Satisfaction Survey	<p>70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either “High Quality” or “Very High Quality.” The three questions used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> <li>• How would you rate the quality of the course material?</li> <li>• How would you rate the quality of the course?</li> <li>• How would you rate the quality of the instructor?</li> </ul>	1256/1264/1271 1377/1390/1402	1462/1601	<p>On average, 86.43% of students who took the End-of-Course survey for MGT 415 during the 2010-2011 Academic Year rated the course material, course, and instructor as “High Quality” or “Very High Quality.”</p> <p>On average, 86.80% of students who took the End-of-Course survey for PHI 445 during the 2010-2011 Academic</p>	1. EXCEEDS THE ACCEPTABLE TARGET

				Year rated the course material, course, and instructor as “High Quality” or “Very High Quality.”	
<b>PLO 4 - Analyze alternative solutions for complex business problems.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>  <b>2. MEETS THE ACCEPTABLE TARGET</b>  <b>3. DOES NOT MEET THE ACCEPTABLE TARGET</b>  <b>4. INSUFFICIENT DATA</b>
Direct Measure 1: CPC Comprehensive Exam – Business Integration and Strategic Management Section	100% (of the sample selected) score at or above the average in the PAS “Online Campus” and “Traditional Campus” Aggregate Pools related to the Business Integration and Strategic Management section of the CPC comprehensive exam when compared to other competitive programs.	N/A	N/A	BAOM students’ aggregate scores in the Business Integration and Strategic Management section of the CPC Comprehensive Exam were below the averages of	3. DOES NOT MEET THE ACCEPTABLE TARGET

				the PAS “Online Campus” and above the average of the “Traditional Campus” pools.	
Direct Measure 2: CPC Comprehensive Exam-Score	90% must score 400 or higher on the CPC comprehensive exam.	900	920	900 out of 920 (97.83%) BAOM students scored 400 or higher on the CPC comprehensive exam. Mean = 586.6 Standard Deviation = 96.25	1. EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: MGT460	100% (of the sample selected) must score 70% or higher on final project and demonstrate understanding of alternative solutions for complex business problems.	853	908	853 out of 908 (93.94%) students sampled from July 1st 2010 to June 30th 2011 scored a 70% or higher on the final project and demonstrate understanding of alternative solutions for complex business problems.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has	1054/1115/1121	1275	On average, 86.01% BAOM students who took	1. EXCEEDS THE ACCEPTABLE TARGET

	<p>contributed to career success by indicating either “Agree” or “Strongly Agree.” The three questions used to gauge career success include:</p> <ul style="list-style-type: none"> <li>• (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track.</li> <li>• (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#53) – Earning my degree from Ashford University resulted in making me more employable.</li> </ul>			<p>the Ashford Alumni Survey in December 2010 “strongly agree” or “agree” that their Ashford University degree has contributed to career success.</p>	
<p>Indirect Measure 2: Graduate Satisfaction Survey</p>	<p>70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either “High Quality” or “Very High Quality.” The three questions used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> <li>• How would you rate the quality of the course material?</li> <li>• How would you rate the quality of the course?</li> <li>• How would you rate the quality of the instructor?</li> </ul>	<p>564/621/665</p>	<p>778</p>	<p>On average, 79.26% of students who took the End-of-Course survey for MGT 460 during the 2010-2011 Academic Year rated the course material, course, and instructor as “High Quality” or “Very High Quality.”</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

<b>PLO 5 - Compare and contrast individual characteristics that influence work behaviors and organizational effectiveness.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA</b>



<p>Direct Measure 1: CPC Comprehensive Exam - Business Communications Section</p>	<p>100% (of the sample selected) score at or above the average in the PAS "Online Campus" and "Traditional Campus" Aggregate Pools related to the Business Communications section of the CPC comprehensive exam when compared to other competitive programs.</p>	<p>N/A</p>	<p>N/A</p>	<p>BAOM students' aggregate scores in the Business Communications section of the CPC Comprehensive Exam were above the averages of the PAS "Online Campus" and "Traditional Campus" pools.</p>	<p>3. DOES NOT MEET THE ACCEPTABLE TARGET</p>
<p>Direct Measure 2: CPC Comprehensive Exam-Score</p>	<p>90% must score 400 or higher on the CPC comprehensive exam.</p>	<p>900</p>	<p>920</p>	<p>900 out of 920 (97.83%) BAOM students scored 400 or higher on the CPC comprehensive exam. Mean = 586.6 Standard Deviation = 96.25</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Direct Measure 3: MGT415 Final Project</p>	<p>100% (of the sample selected) must score 70% or higher on final project and demonstrate understanding of individual characteristics that influence work behaviors for organizational effectiveness.</p>	<p>2087</p>	<p>2261</p>	<p>2,087 out of 2,261 (92.30%) students sampled from July 1st 2010 to June 30th 2011 scored a 70% or higher on the final project and demonstrate understanding of</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				individual characteristics that influence work behaviors for organizational effectiveness.	
Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either “Agree” or “Strongly Agree.” The three questions used to gauge career success include: <ul style="list-style-type: none"> <li>• (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track.</li> <li>• (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#53) – Earning my degree from Ashford University resulted in making me more employable.</li> </ul>	1054/1115/1121	1275	On average, 86.01% BAOM students who took the Ashford Alumni Survey in December 2010 “strongly agree” or “agree” that their Ashford University degree has contributed to career success.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: Graduate Satisfaction Survey	70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either “High Quality” or “Very High Quality.” The three questions used to gauge student satisfaction include: <ul style="list-style-type: none"> <li>• How would you rate the quality of the course material?</li> </ul>	1256/1264/1271 1377/1390/1402	1462 1601	On average, 86.43% of students who took the End-of-Course survey for MGT 415 during the 2010-2011 Academic Year rated the course	1. EXCEEDS THE ACCEPTABLE TARGET

	<ul style="list-style-type: none"> <li>• How would you rate the quality of the course?</li> <li>• How would you rate the quality of the instructor?</li> </ul>			<p>material, course, and instructor as “High Quality” or “Very High Quality.”</p> <p>On average, 86.80% of students who took the End-of-Course survey for PHI 445 during the 2010-2011 Academic Year rated the course material, course, and instructor as “High Quality” or “Very High Quality.”</p>	
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<b>PLO 6 - Analyze the impact of social problems on the workplace at the individual, group, organizational, and societal levels.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b>	<b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b>	<b>ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA</b>

<p>Direct Measure 1: CPC Comprehensive Exam - Business Ethics Section</p>	<p>100% (of the sample selected) score at or above the average in the PAS “Online Campus” and “Traditional Campus” Aggregate Pools related to the Business Ethics section of the CPC comprehensive exam when compared to other competitive programs.</p>	<p>N/A</p>	<p>N/A</p>	<p>BAOM students’ aggregate scores in the Business Ethics section of the CPC Comprehensive Exam were above the averages of the PAS “Online Campus” and “Traditional Campus” pools.</p>	<p>2. MEETS THE ACCEPTABLE TARGET</p>
<p>Direct Measure 2: CPC Comprehensive Exam-Score</p>	<p>90% must score 400 or higher on the CPC comprehensive exam.</p>	<p>900</p>	<p>920</p>	<p>900 out of 920 (97.83%) BAOM students scored 400 or higher on the CPC comprehensive exam. Mean = 586.6 Standard Deviation = 96.25</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Direct Measure 3: SOC402 Final Project</p>	<p>100% (of the sample selected) must score 70% or higher on final project and demonstrate understanding of the impact of social problems on the workplace at the individual, group, organizational, and societal levels.</p>	<p>2036</p>	<p>2283</p>	<p>2,036 out of 2,283 (89.18%) students sampled from July 1st 2010 to June 30th 2011 scored a 70% or higher on the final project and demonstrate understanding of</p>	<p>1. EXCEEDS THE ACCEPTABLE TARGET</p>

				the impact of social problems on the workplace at the individual, group, organizational, and societal levels.	
Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either “Agree” or “Strongly Agree.” The three questions used to gauge career success include: <ul style="list-style-type: none"> <li>• (#46) – I believe my Ashford degree will provide me with additional opportunities in my current career track.</li> <li>• (#52) – Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> <li>• (#53) – Earning my degree from Ashford University resulted in making me more employable.</li> </ul>	1054/1115/1121	1275	On average, 86.01% BAOM students who took the Ashford Alumni Survey in December 2010 “strongly agree” or “agree” that their Ashford University degree has contributed to career success.	1. EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: Graduate Satisfaction Survey	70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either “High Quality” or “Very High Quality.” The three questions used to gauge student satisfaction include: <ul style="list-style-type: none"> <li>• How would you rate the quality of the</li> </ul>	564/621/665 1347/1390/1402 938/940/945	778 1601 1078	On average, 87.29% of students who took the End-of-Course survey for SOC 402 during the 2010-2011 Academic Year rated the	1. EXCEEDS THE ACCEPTABLE TARGET

	<p>course material?</p> <ul style="list-style-type: none"> <li>• How would you rate the quality of the course?</li> <li>• How would you rate the quality of the instructor?</li> </ul>			<p>course material, course, and instructor as “High Quality” or “Very High Quality.”</p> <p>On average, 86.80% of students who took the End-of-Course survey for PHI 445 during the 2010-2011 Academic Year rated the course material, course, and instructor as “High Quality” or “Very High Quality.”</p> <p>On average, 79.26% of students who took the End-of-Course survey for MGT 460 during the 2010-2011 Academic Year rated the course material, course, and instructor as “High Quality” or</p>	
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				“Very High Quality.”	
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<b>OVERALL RECOMMENDATIONS</b>				
<p>It is recommended that the College of Business and Professional Studies faculty review program learning outcomes, curriculum map, and assessment plan to ensure student learning can be effectively measured, program learning outcomes are accurately mapped to program course sequence, and targets are appropriately set. In addition, faculty should work closely with the College of Business and Professional Studies assessment analyst to examine additional measurement opportunities and work to increase precision of existing measures (e.g., through Waypoint rubric implementation). Lastly, additional data should be gathered, increasing sample size and improving the accuracy and generalizability of findings.</p>				
<b>ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT</b>				
<b>OUTCOME</b>	<b>MEASURE</b>	<b>KEY/RESPONSIBLE PERSONNEL</b>	<b>STATUS</b>	<b>ANTICIPATED DATE OF COMPLETION</b>
<i>PLOs 1-6</i>	<i>N/A</i>	<i>BA Organizational Management Program Chair</i>	<i>Complete</i>	<i>June 2012</i>
<b>Action Details</b>	<i>Data will continue to be collected and outcome-related actions will be developed by the BA Organizational Management Program Chair in collaboration with program faculty.</i>			