



I (Introduced), R (Reinforced), or M (Mastered).

<b>ANNUAL ASSESSMENT PLAN FINDINGS</b>					
<b>PLO 1 - Apply basic behavioral research concepts, methods and tools.</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>
Direct Measure 1: ABS497 Final Paper	70% or higher (of the sample selected) must be at the “Proficient” level or above on the evaluation of each rubric content criteria.	96	123	78.05%	EXCEEDS THE ACCEPTABLE TARGET

<p>Direct Measure 2: PSY326 Week 4 Discussion 1</p>	<p>70% (of the sample selected) must score 80% or higher on the discussion and demonstrate understanding of industrial/organizational psychology.</p>	<p>220</p>	<p>241</p>	<p>91.28%</p>	<p>EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Direct Measure 3: PSY326 Final Paper</p>	<p>70% or higher (of the sample selected) must be at the “Proficient” level or above on the evaluation of each rubric content criteria.</p>	<p>628</p>	<p>875</p>	<p>71.89%</p>	<p>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 two questions used to gauge career success include:</p> <ul style="list-style-type: none"> <li>• I believe my Ashford degree will provide me with additional opportunities in my current career track.</li> <li>• Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> </ul>	<p>-</p>	<p>-</p>	<p>-</p>	<p>INSUFFICIENT DATA</p>
<p>Indirect Measure 2: End of Course 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</p>	<p>-</p>	<p>-</p>	<p>89.29%</p>	<p>EXCEEDS THE ACCEPTABLE TARGET</p>

	<p>“Strongly Agree” or “Agree.” The six statements used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> <li>• I would recommend this course to another student.</li> <li>• In general, this course will have real-world applicability.</li> <li>• The assignments (including reading material, discussion forums, written assignments, and assessments) contributed to my understanding of the course material.</li> <li>• The course material was valuable and relevant to the course.</li> <li>• The course material will be valuable after I graduate.</li> <li>• This course provided an opportunity to improve my critical thinking and problem solving skills.</li> </ul>				
<b>PLO 2 - Choose communication skills to create, build and maintain effective relationships.</b>					
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

					<b>3. DOES NOT MEET THE ACCEPTABLE TARGET</b>  <b>4. INSUFFICIENT DATA</b>
Direct Measure 1: ABS415 Final Paper	70% or higher (of the sample selected) must be at the “Proficient” level or above on the evaluation of each rubric content criteria.	244	248	98.38%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: ABS497 Capstone Final Paper	70% or higher (of the sample selected) must be at the “Proficient” level or above on the evaluation of each rubric content criteria.	96	123	78.05%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: COM321 Final Paper	70% or higher (of the sample selected) must meet or exceed a 70% on the final paper.	378	445	84.94%	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 contributed to career success by indicating either “Agree” or “Strongly Agree.” The two	-	-	-	INSUFFICIENT DATA

	<p>questions used to gauge career success include:</p> <ul style="list-style-type: none"> <li>• I believe my Ashford degree will provide me with additional opportunities in my current career track.</li> <li>• Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> </ul>				
<p>Indirect Measure 2: End of Course 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 “Strongly Agree” or “Agree.” The six statements used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> <li>• I would recommend this course to another student.</li> <li>• In general, this course will have real-world applicability.</li> <li>• The assignments (including reading material, discussion forums, written assignments, and assessments) contributed to my understanding of the course material.</li> <li>• The course material was valuable and relevant to the course.</li> <li>• The course material will be valuable after I graduate.</li> <li>• This course provided an opportunity to improve my critical thinking and problem solving skills.</li> </ul>	<p>-</p>	<p>-</p>	<p>94.95%</p>	<p>EXCEEDS THE ACCEPTABLE TARGET</p>

PLO 3 - Analyze individual, family and community problems using theories of human behavior.					
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: ABS497 Capstone Final Paper	70% or higher (of the sample selected) must be at the "Proficient" level or above on the evaluation of each rubric content criteria.	96	123	78.05%	EXCEEDS THE ACCEPTABLE TARGET
		402	480	83.75%	EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 2: SOC203 Research Paper	70% or higher (of the sample selected) must be at the “Proficient” level or above on the evaluation of each rubric content criteria.				
Direct Measure 3: SOC320 Final Paper	70% or higher (of the sample selected) must be at the “Proficient” level or above on the evaluation of each rubric content criteria.	460	572	80.42%	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 contributed to career success by indicating either “Agree” or “Strongly Agree.” The two questions used to gauge career success include: <ul style="list-style-type: none"> <li>• I believe my Ashford degree will provide me with additional opportunities in my current career track.</li> <li>• Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> </ul>	-	-	-	INSUFFICIENT DATA
Indirect Measure 2: End of Course 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 “Strongly Agree” or “Agree.” The six statements used to gauge student satisfaction include:	-	-	89.29%	EXCEEDS THE ACCEPTABLE TARGET

	<ul style="list-style-type: none"> <li>• I would recommend this course to another student.</li> <li>• In general, this course will have real-world applicability.</li> <li>• The assignments (including reading material, discussion forums, written assignments, and assessments) contributed to my understanding of the course material.</li> <li>• The course material was valuable and relevant to the course.</li> <li>• The course material will be valuable after I graduate.</li> <li>• This course provided an opportunity to improve my critical thinking and problem solving skills.</li> </ul>				
<b>PLO 4 - Specify the impact of cultural diversity on social and organizational issues.</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>	<ol style="list-style-type: none"> <li>1. EXCEEDS THE ACCEPTABLE TARGET</li> <li>2. MEETS THE ACCEPTABLE TARGET</li> <li>3. DOES NOT MEET THE ACCEPTABLE TARGET</li> <li>4. INSUFFICIENT DATA</li> </ol>

Direct Measure 1: ABS497 Capstone Final Paper	70% or higher (of the sample selected) must be at the “Proficient” level or above on the evaluation of each rubric content criteria.	96	123	78.05%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: PSY101 Week 3 Discussion 2	70% (of the sample selected) must score 80% or higher on the discussion and demonstrate understanding of industrial/organizational psychology.	325	371	87.60%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: SOC203 Research Paper	100% (of the sample selected) must score 70% or higher on the research paper and demonstrate understanding of the impact of cultural diversity on social and organizational issues by designing an intervention strategy for a current social problem.	351	387	96%	DOES NOT MEET THE ACCEPTABLE TARGET
Direct Measure 4: SOC402 Final Paper	100% (of the sample selected) must score 70% or higher on the final paper and demonstrate understanding of the impact of cultural diversity on social and organizational issues relating to the workplace and working environment.	61	70	87%	DOES NOT MEET 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 contributed to career success by indicating	-	-	-	INSUFFICIENT DATA

	<p>either “Agree” or “Strongly Agree.” The two questions used to gauge career success include:</p> <ul style="list-style-type: none"> <li>• I believe my Ashford degree will provide me with additional opportunities in my current career track.</li> <li>• Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> </ul>				
<p>Indirect Measure 2: End of Course 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 “Strongly Agree” or “Agree.” The six statements used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> <li>• I would recommend this course to another student.</li> <li>• In general, this course will have real-world applicability.</li> <li>• The assignments (including reading material, discussion forums, written assignments, and assessments) contributed to my understanding of the course material.</li> <li>• The course material was valuable and relevant to the course.</li> <li>• The course material will be valuable after I graduate.</li> <li>• This course provided an opportunity to</li> </ul>	-	-	89.29%	EXCEEDS THE ACCEPTABLE TARGET

	improve my critical thinking and problem solving skills.				
<b>PLO 5 - Identify the major constructs of ethical decision making.</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>
Direct Measure 1: ABS415 Final Paper	70% or higher (of the sample selected) must be at the “Proficient” level or above on the evaluation of each rubric content criteria.	244	248	98.38%	EXCEEDS THE ACCEPTABLE TARGET

<p>Direct Measure 2: ABS497 Capstone Final Paper</p>	<p>70% or higher (of the sample selected) must be at the “Proficient” level or above on the evaluation of each rubric content criteria.</p>	<p>28</p>	<p>41</p>	<p>68.29%</p>	<p>DOES NOT MEET THE ACCEPTABLE TARGET</p>
<p>Direct Measure 3: SOC402 Final Paper</p>	<p>70% or higher (of the sample selected) must be at the “Proficient” level or above on the evaluation of each rubric content criteria.</p>	<p>564</p>	<p>742</p>	<p>76.01%</p>	<p>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 two questions used to gauge career success include:</p> <ul style="list-style-type: none"> <li>• I believe my Ashford degree will provide me with additional opportunities in my current career track.</li> <li>• Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> </ul>	<p>-</p>	<p>-</p>	<p>-</p>	<p>INSUFFICIENT DATA</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</p>	<p>-</p>	<p>-</p>	<p>94.95%</p>	<p>EXCEEDS THE ACCEPTABLE TARGET</p>

<p>Indirect Measure 2: End of Course Survey</p>	<p>“Strongly Agree” or “Agree.” The six statements used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> <li>• I would recommend this course to another student.</li> <li>• In general, this course will have real-world applicability.</li> <li>• The assignments (including reading material, discussion forums, written assignments, and assessments) contributed to my understanding of the course material.</li> <li>• The course material was valuable and relevant to the course.</li> <li>• The course material will be valuable after I graduate.</li> <li>• This course provided an opportunity to improve my critical thinking and problem solving skills.</li> </ul>				
<p><b>PLO 6 - Understand the role of behavioral sciences in the cause, treatment, and prevention of individual, family and community problems.</b></p>					
<p><b>MEASURE</b></p>	<p><b>ACCEPTABLE TARGET</b></p>	<p><b>TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b></p>	<p><b>TOTAL NUMBER OF STUDENT RECORDS OBSERVED</b></p>	<p><b>ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET</b></p>	<p><b>ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET  2. MEETS THE ACCEPTABLE TARGET</b></p>

					<b>3. DOES NOT MEET THE ACCEPTABLE TARGET</b>  <b>4. INSUFFICIENT DATA</b>
Direct Measure 1: ABS497 Capstone Final Paper	70% or higher (of the sample selected) must be at the “Proficient” level or above on the evaluation of each rubric content criteria.	96	123	78.05%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: PSY101 Week 3 Discussion 2	70% (of the sample selected) must score 80% or higher on the discussion and demonstrate understanding of industrial/organizational psychology.	325	371	87.60%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: PSY301 Final Paper	70% or higher (of the sample selected) must be at the “Proficient” level or above on the evaluation of each rubric content criteria.	1957	2421	80.84%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 4: SOC402 Final Paper		388	530	73.21%	EXCEEDS THE ACCEPTABLE TARGET

	70% or higher (of the sample selected) must be at the “Proficient” level or above on the evaluation of each rubric content criteria.				
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 two questions used to gauge career success include: <ul style="list-style-type: none"> <li>• I believe my Ashford degree will provide me with additional opportunities in my current career track.</li> <li>• Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.</li> </ul>	-	-	-	INSUFFICIENT DATA
Indirect Measure 2: End of Course 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 “Strongly Agree” or “Agree.” The six statements used to gauge student satisfaction include: <ul style="list-style-type: none"> <li>• I would recommend this course to another student.</li> <li>• In general, this course will have real-world applicability.</li> <li>• The assignments (including reading material, discussion forums, written assignments, and assessments) contributed</li> </ul>	-	-	89.29%	EXCEEDS THE ACCEPTABLE TARGET

	<p>to my understanding of the course material.</p> <ul style="list-style-type: none"> <li>• The course material was valuable and relevant to the course.</li> <li>• The course material will be valuable after I graduate.</li> <li>• This course provided an opportunity to improve my critical thinking and problem solving skills.</li> </ul>				
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**OVERALL RECOMMENDATIONS**

***Across program learning outcomes (PLOs), BA Applied Behavioral Science students met or exceeded the acceptable and ideal targets for most 2011-12 assessment measures. Student responses on the End of Course Survey (for courses associated with mastery of each program outcome reveal that students feel positively about the courses, the instructors, and their degree. In addition, student performance on the final papers in ABS 415, ABS 497, PSY 301, PSY 326, COM 321, SOC 320, SOC 402, and the SOC 203 Research Paper exceeded the acceptable and ideal targets, indicating achievement of PLOs 1, 2, 3, 4, 5, and 6 respectively.***

***Student performance on the final paper in ABS 497 (associated with PLO5) did not meet the acceptable target despite high proportions of students reporting that they felt these courses, the course material, and the instructors were high quality or very high quality. The Program Chair and College of Health, Human Services, and Sciences Faculty may find it useful to explore this course, assignments, and/or PLOs in greater detail during their review of the 2011-12 assessment findings.***

***Overall, it is recommended that College of Health, Human Services, and Science Faculty review each program assessment plan (including measures used and targets set) in preparation for the 2012-13 assessment cycle. In particular, Faculty may want to review targets set for assignments in courses using Waypoint and all survey measures to ensure that these targets remain appropriate and meaningful. Faculty may also want to consider the incorporation of additional measures into the 2012-13 program assessment plan for the BA Applied Behavioral Science, as appropriate.***

<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>PLO 1: Course Revisions to PSY 326</i>	<i>Syllabus for revised PSY 326 course</i>	<i>Program Chair and Faculty</i>	<i>Completed</i>	<i>June 2013</i>
<i>Action Details</i>	<i>Course revisions to PSY 326 to better align with PLO 1 and reinforce research methods and tools.</i>			