

**BACHELOR OF ARTS IN PSYCHOLOGY ANNUAL ASSESSMENT PLAN & FINDINGS
2011-2012 ACADEMIC YEAR**

	PLO 1 <i>Analyze human behavior and mental processes.</i>	PLO 2 <i>Analyze theories of continuing education in psychology and related fields.</i>	PLO 3 <i>Evaluate theories of personality development.</i>	PLO 4 <i>Evaluate psychology research methods.</i>	PLO 5 <i>Demonstrate communication behaviors consistent with the study and practice of psychology.</i>	PLO 6 <i>Acquire and use skills and concepts that are fundamental to the ethical application of psychology.</i>
<i>PSY 202: Adult Development and Life Assessment</i>		I				
<i>PSY 101: Introduction to Psychology</i>	I					
<i>PSY 104: Child and Adolescent Development</i>	I		I			
<i>PSY 301: Social Psychology</i>	R		R		I	I
<i>PSY 330: Theories of Personality</i>	R					
<i>PSY 350: Physiological Psychology</i>		R				
<i>PSY 331: Psychology of Learning</i>		R				
<i>PSY 302: Industrial/Organizational Psychology</i>	M	R			R	R
<i>PSY 325: Statistics for the Behavioral and Social Sciences</i>			R	I		R

<i>PSY 326: Research Methods</i>			R	R		R
<i>PSY 303: Abnormal Psychology</i>	M		M			M
<i>PSY 496: Applied Project</i>	M	M	M	M	M	M

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

ANNUAL ASSESSMENT PLAN FINDINGS

PLO 1 - Analyze health and human services delivery from political, socioeconomic, and psychosocial perspectives.

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
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:	N/A	N/A	79.17%	EXCEEDS THE ACCEPTABLE TARGET

	<ul style="list-style-type: none"> • I believe my Ashford degree will provide me with additional opportunities in my current career track. • Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. 				
Indirect Measure 2: End of Course Survey	<p>70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with a program outcome by indicating either “Agree” or “Strongly Agree.” The six statements used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> • I would recommend this course to another student. • In general, this course will have real-world applicability. • The assignments (including reading material, discussion forums, written assignments, and assessments) contributed to my understanding of the course material. • The course material was valuable and relevant to the course. • The course material will be valuable after I graduate. • This course provided an opportunity to improve my critical thinking and problem solving skills. 	N/A	N/A	90.63%	EXCEEDS THE ACCEPTABLE TARGET

Indirect Measure 3: PSY303 Week 1 Discussion 2	70% (of the sample selected) must score 80% or higher on the discussion.	44	54	81.48%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 1: PSY302 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 mapped to PLO 1.	2544	2985	85.23%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: PSY 303 Abnormal Psychology 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 mapped to PLO 1.	3857	5102	75.60%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: PSY496 Applied Project	70% or higher (of the sample selected) must meet or exceed a 70% on the applied project.	282	334	84.43%	EXCEEDS THE ACCEPTABLE TARGET
PLO 2 - Evaluate social and human delivery systems at the individual, family, group, organization, and community levels.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS	ASSESSMENT RESULTS:

		ACCEPTABLE TARGET		MEETING ACCEPTABLE TARGET	1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
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"> • I believe my Ashford degree will provide me with additional opportunities in my current career track. • Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. 	N/A	N/A	79.17%	EXCEEDS THE ACCEPTABLE TARGET
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 a program outcome by indicating either “Agree” or “Strongly	N/A	N/A	90.63%	EXCEEDS THE ACCEPTABLE TARGET

	<p>Agree.” The six statements used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> • I would recommend this course to another student. • In general, this course will have real-world applicability. • The assignments (including reading material, discussion forums, written assignments, and assessments) contributed to my understanding of the course material. • The course material was valuable and relevant to the course. • The course material will be valuable after I graduate. • This course provided an opportunity to improve my critical thinking and problem solving skills. 				
Direct Measure 1: PSY302 Week Five Paper	70% or higher (of the sample selected) must meet or exceed a 70% on the PSY 302 Final Paper.	2544	2985	85.23%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: PSY496 Applied Project	70% or higher (of the sample selected) must meet or exceed a 70% on the PSY 496 Applied Project.	282	334	84.43%	EXCEEDS THE ACCEPTABLE TARGET
PLO 3 - Analyze social problems within the context of health care environments.					

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
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"> • I believe my Ashford degree will provide me with additional opportunities in my current career track. • Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. 	N/A	N/A	79.17%	EXCEEDS THE ACCEPTABLE TARGET

Indirect Measure 2: End of Course Survey	<p>70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with a program outcome by indicating either “Agree” or “Strongly Agree.” The six statements used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> • I would recommend this course to another student. • In general, this course will have real-world applicability. • The assignments (including reading material, discussion forums, written assignments, and assessments) contributed to my understanding of the course material. • The course material was valuable and relevant to the course. • The course material will be valuable after I graduate. • This course provided an opportunity to improve my critical thinking and problem solving skills. 	N/A	N/A	86.25%	EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 3: PSY330 Week 4 Discussion 2	70% (of the sample selected) must score 80% or higher on the discussion.	44	52	84.61%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 1: PSY104 Child Adolescent	70% or higher (of the sample selected) must be at the “Proficient” level or above on the evaluation of each rubric content criteria mapped to PLO 3.	3349	5106	66.47%	DOES NOT MEET THE ACCEPTABLE TARGET

Development Final Paper					
Direct Measure 2: PSY303 Abnormal Psychology 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 mapped to PLO 3.	3644	4864	74.92%	EXCEEDS THE ACCEPTABLE TARGET
PLO 4 - Evaluate ethical issues and challenges inherent in the provision of health and human services, and service provision.					
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	1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
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	N/A	N/A	79.17%	EXCEEDS THE ACCEPTABLE TARGET

	<p>indicating either “Agree” or “Strongly Agree.”</p> <p>The two questions used to gauge career success include:</p> <ul style="list-style-type: none"> • I believe my Ashford degree will provide me with additional opportunities in my current career track. • Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. 				
Indirect Measure 2: End of Course Survey	<p>70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with a program outcome by indicating either “Agree” or “Strongly Agree.” The six statements used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> • I would recommend this course to another student. • In general, this course will have real-world applicability. • The assignments (including reading material, discussion forums, written assignments, and assessments) contributed to my understanding of the course material. • The course material was valuable and relevant to the course. • The course material will be valuable after I graduate. • This course provided an opportunity to improve my critical thinking and problem solving skills. 	N/A	N/A	66.18%	DOES NOT MEET THE ACCEPTABLE TARGET

Indirect Measure 3: PSY326 Week 4 Discussion 1	70% (of the sample selected) must score 80% or higher on the discussion.	1326	1578	84.03%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 1: PSY325 Statistics for the Behavioral and Social Sciences 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 mapped to PLO 4.	925	1263	73.24%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: PSY326 Research Methods 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 mapped to PLO 4.	5102	6078	83.94%	EXCEEDS THE ACCEPTABLE TARGET
PLO 5 - Analyze human behaviors within the health and human services context.					
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET

				ACCEPTABLE TARGET	2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Indirect Measure 1: Alumni Survey	<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"> • I believe my Ashford degree will provide me with additional opportunities in my current career track. • Earning my degree from Ashford University gives me the confidence to pursue new job opportunities. 	N/A	N/A	79.17%	EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 2: End of Course Survey	<p>70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with a program outcome by indicating either “Agree” or “Strongly Agree.” The six statements used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> • I would recommend this course to another 	N/A	N/A	90.63%	EXCEEDS THE ACCEPTABLE TARGET

	<p>student.</p> <ul style="list-style-type: none"> • In general, this course will have real-world applicability. • The assignments (including reading material, discussion forums, written assignments, and assessments) contributed to my understanding of the course material. • The course material was valuable and relevant to the course. • The course material will be valuable after I graduate. • This course provided an opportunity to improve my critical thinking and problem solving skills. 				
<p>Direct Measure 1: PSY302 Industrial/Organizational Psychology Final Paper</p>	<p>70% or higher (of the sample selected) must meet or exceed a 70% on the PSY 302 Final Paper.</p>	<p>2544</p>	<p>2985</p>	<p>85.23%</p>	<p>EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Direct Measure 2: PSY496 Applied Project</p>	<p>70% or higher (of the sample selected) must meet or exceed a 70% on the PSY 496 Applied Project.</p>	<p>282</p>	<p>334</p>	<p>84.43%</p>	<p>EXCEEDS THE ACCEPTABLE TARGET</p>
<p>PLO 6 - Evaluate health and human services issues, challenges, and interventions.</p>					

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
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"> • I believe my Ashford degree will provide me with additional opportunities in my current career track. • Earning my degree from Ashford University 	N/A	N/A	79.17%	EXCEEDS THE ACCEPTABLE TARGET

	gives me the confidence to pursue new job opportunities.				
Indirect Measure 2: End of Course Survey	<p>70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with a program outcome by indicating either “Agree” or “Strongly Agree.” The six statements used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> • I would recommend this course to another student. • In general, this course will have real-world applicability. • The assignments (including reading material, discussion forums, written assignments, and assessments) contributed to my understanding of the course material. • The course material was valuable and relevant to the course. • The course material will be valuable after I graduate. • This course provided an opportunity to improve my critical thinking and problem solving skills. 	N/A	N/A	78.54%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 1: PSY326 Research Methods 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 mapped to PLO 6.	641	758	84.57%	EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 2: PSY496 Applied Project	70% or higher (of the sample selected) must meet or exceed a 70% on the PSY 496 Applied Project.	282	334	84.43%	EXCEEDS THE ACCEPTABLE TARGET
---	--	-----	-----	--------	-------------------------------

OVERALL RECOMMENDATIONS

Across program learning outcomes (PLOs), BA Psychology students met or exceeded the acceptable and ideal targets for most 2011-12 assessment measures. Student responses on both the End of Course Survey (for courses associated with mastery of each program outcome) and Alumni Survey reveal that students feel positively about the courses, the instructors, and their degree. In addition, student performance on the final paper in PSY 302 exceeded the acceptable and ideal targets, indicating achievement of PLOs 1, 2 and 5, respectively.

Student performance on the final paper in PSY 104, associated with PLO 3, did not meet the acceptable target. 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 Psychology, as appropriate.

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT

OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
---------	---------	---------------------------	--------	--------------------------------

Action 01: Host a Faculty Forum	<i>Review of Pre-Forum and 90 day Post-Forum faculty peer review rubric results indicating faculty effectiveness in introducing PLO 4.</i>	<i>Program Chair and faculty</i>	<i>Completed</i>	<i>May 15, 2013</i>
Action Details	<i>Host a "Statistics for the Behavioral & Social Sciences" Faculty Forum for faculty with statistics and research methods expertise and formally discuss how to best introduce PLO 4 in PSY 101, reinforce it in PSY 325 and PSY 326, and support student mastery in PSY 496.</i>			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
Action 02: Course Revisions	<i>Review and compare student learning outcome data from the Learning Outcomes/Waypoint Dashboard related to student achievement of PLO 4 Pre- and Post-Faculty Forum for PSY 325, and Pre-and Post-Revisions for PSY 326.</i>	<i>Program Chair and faculty</i>	<i>Completed</i>	<i>June 30, 2013</i>
Action Details	<i>Course revisions. Implement additional changes in assignments and/or discussion forums in PSY 101 and PSY 325 based on feedback from Faculty Forum (Action One) and assignment/course review. PSY 326 is currently being revised based upon the 2011-2012 Assessment Cycle data and Program Review feedback.</i>			