

**BACHELOR OF ARTS IN PSYCHOLOGY ANNUAL ASSESSMENT PLAN & FINDINGS
2012-2013 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	88.0%	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	84.0%	EXCEEDS THE ACCEPTABLE TARGET

Indirect Measure 3: PSY303 Week 1 Discussion 2	70% or higher of PSY 303 students must score 80% or higher on the discussion post.	842	1175	71.65%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 1: PSY302 Final Paper	70% or more of PSY 302 students must score a 70% or above on the PSY 302 Week Five Final Paper.	1125	1281	87.82%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: PSY302 Research Paper	70% of BA Psychology records must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to PLO 1.	540	570	94.73%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: PSY 303 Abnormal Psychology Final Paper	70% of BA Psychology records must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to PLO 1.	310	330	93.93%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 4: PSY 303 Final Paper	70% or more of PSY 303 students must score a 70% or above on the PSY 303 Week Five Final Paper.	908	1041	87.22%	EXCEEDS THE ACCEPTABLE TARGET
	70% of BA Psychology records must receive a basic, proficient, or distinguished evaluation	699	823	84.93%	EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 5: PSY496 Applied Project	on relevant content criteria mapped to PLO 1.				
Direct Measure 6: PSY496 Final Paper	70% or more of PSY 496 students must score a 70% or above on the PSY 496 Week Five Final Paper.	1083	1084	83.02%	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 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	N/A	N/A	88.0%	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	84.0%	EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 1: PSY101 Final Paper	70% of BA Psychology records must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to PLO 2.	266	289	92.04%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: PSY496 Applied Project	70% or more of PSY 496 students must score a 70% or above on the PSY 496 Week Five Final Paper.	1083	1084	83.02%	EXCEEDS THE ACCEPTABLE TARGET

PLO 3 - Analyze social problems within the context of health care environments.

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<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.”</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. 	<p>N/A</p>	<p>N/A</p>	<p>88.0%</p>	<p>EXCEEDS THE ACCEPTABLE TARGET</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 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. 	<p>N/A</p>	<p>N/A</p>	<p>82.0%</p>	<p>EXCEEDS THE ACCEPTABLE TARGET</p>

	<ul style="list-style-type: none"> This course provided an opportunity to improve my critical thinking and problem solving skills. 				
Indirect Measure 3: PSY330 Week 4 Discussion 2	70% or higher of PSY 330 students must score 80% or higher on the discussion post.	1069	1279	83.58%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 1: PSY104 Child Adolescent Development Final Paper	70% of BA Psychology records must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to PLO 3.	793	999	79.37%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: PSY303 Abnormal Psychology Final Paper	70% of BA Psychology records must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to PLO 3.	1338	1410	93.93%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: PSY303 Final Paper	70% or more of PSY 303 students must score a 70% or above on the PSY 303 Week Five Final Paper.	908	1041	87.22%	EXCEEDS THE ACCEPTABLE TARGET

PLO 4 - Evaluate ethical issues and challenges inherent in the provision of health and human services, and service provision.

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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	88.0%	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	N/A	N/A	67.0%	EXCEEDS THE ACCEPTABLE TARGET

	<p>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. 				
<p>Indirect Measure 3: PSY326 Week 4 Discussion 1</p>	<p>70% or higher of PSY 326 students must score 80% or higher on the discussion post.</p>	836	1008	82.93%	EXCEEDS THE ACCEPTABLE TARGET
<p>Direct Measure 1: PSY325 Statistics for the Behavioral and Social Sciences Final Paper</p>	<p>70% of BA Psychology records must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to PLO 4.</p>	2030	2452	82.78%	EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 2: PSY325 Statistics for the Behavioral and Social Sciences Final Paper	70% or more of PSY 325 students must score a 70% or above on the PSY 325 Week Five Final Paper.	796	956	83.26%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: PSY326 Research Methods Final Paper	70% of BA Psychology records must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to PLO 4.	282	337	83.67%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 4: PSY326 Research Methods Final Paper	70% or more of PSY 326 students must score a 70% or above on the PSY 326 Week Five Final Paper.	768	925	83.02%	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	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	88.0%	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	84.0%	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. 				
<p>Direct Measure 1: PSY302 Week Four Assignment</p>	<p>70% of BA Psychology records must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to PLO 5.</p>	<p>804</p>	<p>831</p>	<p>96.75%</p>	<p>EXCEEDS THE ACCEPTABLE TARGET</p>
<p>Direct Measure 2: PSY496 Applied Project</p>	<p>70% of BA Psychology records must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to PLO 5.</p>	<p>1083</p>	<p>1234</p>	<p>87.76%</p>	<p>EXCEEDS THE ACCEPTABLE TARGET</p>

Direct Measure 3: PSY496 Final Paper	70% or more of PSY 496 students must score a 70% or above on the PSY 496 Week Five Final Paper.	1083	1084	83.04%	EXCEEDS THE ACCEPTABLE TARGET
PLO 6 - Evaluate health and human services issues, challenges, and interventions.					
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."	N/A	N/A	88.0%	EXCEEDS THE ACCEPTABLE TARGET

	<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. 				
Direct Measure 1: PSY303 Week Three Assignment	70% of BA Psychology records must receive a basic, proficient, or distinguished evaluation on relevant content criteria mapped to PLO 6.	804	831	96.75%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: PSY496 Applied Project	70% or more of PSY 496 students must score a 70% or above on the PSY 496 Week Five Final Paper.	1083	1084	83.02%	EXCEEDS THE ACCEPTABLE TARGET

OVERALL RECOMMENDATIONS

Across program learning outcomes (PLOs), BA Psychology students met or exceeded the acceptable and ideal targets for each of the 2012-2013 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. Overall, it is recommended that College of Health, Human Services, and Science Faculty review the assessment plans (including measures used and targets set) and Curriculum Map in preparation for the 2013-2014 assessment cycle. This will allow them to determine the appropriateness of the assignments and mapping for each PLO.

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT

OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
<i>Action 01</i>	<i>Results of faculty forum, surveys, and/or or data obtained from dashboard.</i>	<i>BA PSY Program Chair and full-time faculty.</i>	<i>In Progress</i>	<i>June 2014</i>
<i>Action Details</i>	<i>Review student findings, and/or host a faculty forum (questionnaire) to determine if the revisions, Waypoint enabling, and more explicit mapping has indicated if students are more successful in achieving learning of PLO 1.</i>			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
<i>Action 02</i>	<i>Faculty forum results and Waypoint data.</i>	<i>BA PSY Program Chair and full-time faculty.</i>	<i>In Progress</i>	<i>June 2014</i>
<i>Action Details</i>	<i>Based on feedback/data, make minor revisions to discussion forum prompts (if needed) to help support students in learning, understanding, and achievement of PLO 1.</i>			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
<i>Action 03</i>	<i>Updated/revised Curriculum Map and/or Assessment Plan.</i>	<i>BA PSY Program Chair</i>	<i>Completed</i>	<i>June 2014</i>
<i>Action Details</i>	<i>The proposed action is to review mapping and targets in the BA PSY Assessment Plan to ensure that the assignments in these courses are aligned to the BA PSY Program Learning Outcomes to which they are mapped, and that all key assignments identified in the BA PSY Assessment Plan remain appropriate and should continue to be used as measures moving forward (2013-2014 Assessment Cycle).</i>			