

**BACHELOR OF ARTS IN PSYCHOLOGY ANNUAL ASSESSMENT PLAN & FINDINGS  
2013-2014 ACADEMIC YEAR**

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

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

**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:	564	639	88.26%	EXCEEDS THE ACCEPTABLE TARGET

	<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>				
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"> <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>	N/A	N/A	91.75%	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.	550	738	74.52%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 1: PSY302 Research Paper	70% or more BA Psychology records must be at the "Proficient" or "Distinguished" level on the evaluation of each PSY 302 Final Paper rubric content criteria mapped at the Mastery level to PLO 1.	1774	2121	83.63%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: 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.	859	983	87.38%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: PSY 303 Final Paper	70% or more BA Psychology records must be at the "Proficient" or "Distinguished" level on the evaluation of each PSY 303 Final Paper rubric content criteria mapped to PLO 1.	513	645	79.53%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 5: PSY496 Applied Project	70% or more of PSY 496 students must score a 70% or above on the PSY 496 Week Five Final Paper.	520	660	78.78%	EXCEEDS THE ACCEPTABLE TARGET
<b>PLO 2 - Evaluate social and human delivery systems at the individual, family, group, organization, and community levels.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>				

		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	<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"> <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>	564	639	88.26%	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"> <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>	N/A	N/A	91.75%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 1: PSY101 Final Paper	70% or more of PSY 101 students must score a 70% or above on the PSY 101 Final Paper.	793	972	81.58%	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.	520	660	78.78%	EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 3: PSY496 Applied Project	70% or more BA Psychology records must be at the “Proficient” or “Distinguished” level on the evaluation of each PSY 496 Final Project rubric content criteria mapped at the Mastery level to PLO 2.	323	432	74.76%	EXCEEDS THE ACCEPTABLE TARGET
<b>PLO 3 - Analyze social problems within the context of health care environments.</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>
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	564	639	88.26%	EXCEEDS THE ACCEPTABLE TARGET



	<p>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>				
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"> <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>	N/A	N/A	82.45%	EXCEEDS THE ACCEPTABLE TARGET

Indirect Measure 3: PSY330 Week 4 Discussion 2	70% or higher of PSY 330 students must score 80% or higher on the discussion post.	827	1174	70.44%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 1: PSY104 Child Adolescent Development Final Paper	70% or more BA Psychology records must be at the "Proficient" or "Distinguished" level on the evaluation of each PSY 104 Final Paper rubric content criteria mapped at the Introduced level to PLO 3.	1364	2139	63.76%	DOES NOT MEET THE ACCEPTABLE TARGET
Direct Measure 2: PSY303 Abnormal Psychology Final Paper	70% or more BA Psychology records must be at the "Proficient" or "Distinguished" level on the evaluation of each PSY 303 Final Paper rubric content criteria mapped at the Mastery level to PLO 3.	124	189	65.60%	DOES NOT MEET 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.	859	983	87.38%	EXCEEDS THE ACCEPTABLE TARGET
<b>PLO 4 - Evaluate ethical issues and challenges inherent in the provision of health and human services, and service provision.</b>					
<b>MEASURE</b>	<b>ACCEPTABLE TARGET</b>	<b>TOTAL NUMBER OF STUDENT</b>	<b>TOTAL NUMBER OF</b>		<b>1. EXCEEDS THE ACCEPTABLE TARGET</b>

		RECORDS MEETING ACCEPTABLE TARGET	STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING 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"> <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>	564	639	88.26%	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 Agree." The six statements used to gauge student satisfaction include: <ul style="list-style-type: none"> <li>• I would recommend this course to another</li> </ul>	N/A	N/A	61.29%	DOES NOT MEET THE ACCEPTABLE TARGET

	<p>student.</p> <ul style="list-style-type: none"> <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>				
Indirect Measure 3: PSY326 Week 4 Discussion 1	70% or higher of PSY 326 students must score 80% or higher on the discussion post.	744	876	84.93%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 1: PSY325 Final Paper	70% or more BA Psychology records must be at the "Proficient" or "Distinguished" level on the evaluation of each PSY 325 Final Paper rubric content criteria mapped at the Introduced level to PLO 4.	126	214	58.87%	DOES NOT MEET THE ACCEPTABLE TARGET
Direct Measure 2: PSY326 Final Paper	70% or more BA Psychology records must be at the "Proficient" or "Distinguished" level on the evaluation of each PSY 326 Final Paper rubric content criteria mapped to PLO 4.	35	87	40.22%	DOES NOT MEET THE ACCEPTABLE TARGET

Direct Measure 3: PSY326 Final Paper	70% or more of PSY 326 students must score a 70% or above on the PSY 326 Week Five Final Paper.	691	869	79.51%	EXCEEDS THE ACCEPTABLE TARGET
<b>PLO 5 - Analyze human behaviors within the health and human services context.</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>
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."	564	639	88.26%	EXCEEDS THE ACCEPTABLE TARGET

	<p>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>				
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"> <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>	N/A	N/A	91.75%	EXCEEDS THE ACCEPTABLE TARGET

Direct Measure 1: PSY302 Week Four Assignment	70% or more BA Psychology records must be at the "Proficient" or "Distinguished" level on the evaluation of each PSY 302 Week Four Assignment rubric content criteria mapped at the Reinforced level to PLO 5.	2717	3137	86.61%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: PSY496 Applied Project	70% or more BA Psychology records must be at the "Proficient" or "Distinguished" level on the evaluation of each PSY 496 Final Project rubric content criteria mapped at the Mastery level to PLO 5.	323	432	53.70%	DOES NOT MEET THE ACCEPTABLE TARGET
Direct Measure 3: PSY496 Final Paper	70% or more BA Psychology records must be at the "Proficient" or "Distinguished" level on the evaluation of each PSY 496 Final Paper rubric content criteria mapped at the Mastery level to PLO 5.	212	261	81.22%	EXCEEDS THE ACCEPTABLE TARGET
<b>PLO 6 - Evaluate health and human services issues, challenges, and interventions.</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</b>	<b>ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET</b>

				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"> <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>	564	639	88.26%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 1: PSY303 Week Three Assignment	70% or more BA Psychology records must be at the "Proficient" or "Distinguished" level on the evaluation of each PSY 303 Week Three Assignment rubric content criteria mapped to PLO 6.	492	641	76.75%	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 Final Project.	520	660	78.78%	EXCEEDS THE ACCEPTABLE TARGET
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**OVERALL RECOMMENDATIONS**

*Across program learning outcomes (PLOs), BA Psychology students met or exceeded the acceptable and ideal targets for each of the 2013-2014 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 2014-2015 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 1</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 2015</i>
<i>Action Details</i>	<i>The data indicates that students met or exceeded the acceptable targets for all measures associated with PLO 2; ideal targets were not met. The Action Plan for the 2013-2014 Assessment Cycle will focus on increasing and supporting student learning and achievement of PLO 2 as identified in the 'Summary of Next Steps' in the 2012-2013 Program Status Report.</i>			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION

<b>Action 2</b>	<b>Updated/revised Curriculum Map (if needed), and new Program Learning Outcomes.</b>	<b>BA PSY Program Chair and full-time faculty.</b>	<b>In Progress</b>	<b>June 2015</b>
<b>Action Details</b>	<b>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 (2014-2015 Assessment Cycle).</b>			