### Performance Measure

- **Alumni Satisfaction will be at or above 80%**

  **Measurement Instrument:** First Year Annual alumni survey

  **Current Results:** Five years of positive trend data exceeding 85% of positive trend data exceeding goal

  **Analysis of Results:** Overall satisfaction exceeded the goal, students expressed concerns about experience. Internships provided many students with experience and helped them better determine career path and graduate studies earlier.

  **Action Taken or Improvement Made:** Increased the opportunities for internships with assistance of Career Services and Business Advisory Board. Several students now intern with local governmental agencies, CPA firms, and the Federal Reserve Bank.

- **Alumni attitudes and perceptions will be 80% positive.**

  **Measurement Instrument:** Alumni Satisfaction Survey

  **Current Results:** Survey results indicate that alumni attitudes and perceptions continue to be mostly positive regarding their education.

  **Analysis of Results:** Internship opportunities, opportunities to network, continued careers services support via career fairs and e-mails assisted students with employment. Graduate school follow-up and tutoring to local alumni in graduate school were positive.

  **Action Taken or Improvement Made:** Continue to monitor results, increase internship identification and networks. Increase networking opportunities via Business Advisory Council and Phi Beta Lambda.

- **80% of employers will rank PSC students at or above average relative to employees from other colleges and universities.**

  **Measurement Instrument:** Employer Satisfaction Survey

  **Current Results:** The results indicate that employer satisfaction has continued to increase over the years and remain at or above benchmark.

  **Analysis of Results:** Improve learning outcomes in communications and quantitative areas. Need to increase the percentage of responders to above 60%.

  **Action Taken or Improvement Made:** Implement new Model of Student Development as the basis for educational objectives of the Division. Assessment of learning objectives at each level. Get alumni more involved in responding completion of employer survey instrument.
A student learning outcome is one that measures a specific competency attainment. Examples of a direct assessment (evidence) of student learning attainment that might be used include: capstone performance, third-party examination, faculty-designed examination, professional performance, licensure examination. Add these to the description of the measurement instrument in column two:

- Direct - Assessing student performance by examining samples of student work.
- Indirect - Assessing indicators other than student work such as getting feedback from the student or other persons who may provide relevant information.
- Formative – An assessment conducted during the student’s education.
- Summative – An assessment conducted at the end of the student’s education.
- Internal – An assessment instrument that was developed within the business unit.
- External – An assessment instrument that was developed outside the business unit.
- Comparative – Compare results between classes, between online and on ground classes, Between professors, between programs, between campuses, or compare to external results such as results from the U.S. Department of Education Research and Statistics, or results from a vendor providing comparable data.

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<td>Knowledge of foundation areas under the Model of Student Development: Students will score 138 and above on MFT.</td>
<td>Summative, External, Comparative data derived from Business MFT</td>
<td>A goal of 138 was set as a revised benchmark with an average score of 145 in 2013</td>
<td>Evaluation of all course learning outcomes for consistency. Average test scores have improved over the past 5 years however, mean percentage correct is below 40% in all quantitative areas.</td>
<td>WILL continue to monitor embedded test scores in some areas and will add measurement of test scores in accounting for 2014. Developing moodle course for support in these areas to Uploaded power points, syllabi, videos, documents, etc.</td>
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<td>Quantitative skills for business analysis and prep for graduate schools and GMAT. Embedded test questions for Finance, Statistics</td>
<td>Formative Internal assessment instrument to measure quantitative skill in Finance and Statistics.</td>
<td>80% of students will be successful in answering the embedded test questions correctly.</td>
<td>The trend has been positive for the past 4 years, but still remain below benchmark.</td>
<td>There is a correlation between this assessment and MFT benchmark in mean percentage correct. The division will restart its use of two hours of Faculty office hours in lab to assist students in these areas. The students in conjunction with the young alumni association have started an alumni tutoring program that becomes effective Fall 2014. Will continue to monitor and report.</td>
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<td>Technology Skills and Business: The division of Business and Economics recognizes the important of technological skills in today’s changing environment. The unit uses basic technology projects associated with the use of MS Excel, PowerPoint as well as other assessments associated with the use of technology tools used in research and software associated to certain industries as accounting.</td>
<td>Formative Internal assessment instrument to measure technology skills.</td>
<td>80% of the students will score in the 80th percentile range on applied projects in Business Communication, Finance and Statistics.</td>
<td>Students have consistently met this standard in all areas except for Preformed financial statements in 2012.</td>
<td>The division will continue to include these type of projects in the curriculum. Additionally, the program will seek to engage students by applying these skills in service learning projects. Example: In Fall of 2012 the Marketing class participated in an internal competitive marketing project for the United Cerebral Palsy of Arkansas, one of the teams developed a podcast that is been used by this organization.</td>
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**Math and Science**

- Major Field Test Score Averages 2011 - 2014
- Finance Embedded Test Questions 2010 - 2013
- Technology Projects 2010 - 2013
- Statistics Embedded Test Questions 2010 - 2013
- Technology Projects Excel and PowerPoint