

**College of Business Assessment Plan**

**January, 2008**

<b>College Goals</b>	<b>Related AA Goals</b>	<b>Related University Goals</b>	<b>Method(s) of Assessment (What is the assessment?)</b>	<b>Who/What Assessed (population, item)</b>	<b>When Assessed (term, dates)</b>	<b>Criterion of Achievement (Expectation of how good things should be?)</b>
1. Create value by graduating students who possess foundation knowledge	<i>AAI:</i>  Cultivate a creative and challenging learning environment	<i>I:</i>  Maintain and strengthen an outstanding academic and student life on the Ellensburg campus...at the university centers	Direct (ETS; CPA Exam)	Graduating seniors: ETS Exit Exam;  Graduating MPAs: CPA Exam	Occurs in every MGT 489/ECON 406 capstone course  Sections of CPA exam taken throughout MPA program required courses	Vested in continuously improving overall average scores  Vested in continuously improving pass rates on each portion of the exam
2. Create value by graduating students who possess appropriate skills in the following areas: written communication, oral communication, teamwork, critical thinking and ethics	<i>AAI:</i>  Cultivate a creative and challenging learning environment	<i>I:</i>  Maintain and strengthen an outstanding academic and student life on the Ellensburg campus...at the university centers	Direct (rubrics for written communication; oral communication; teamwork; critical thinking; and ethics)	Graduating seniors: rubrics applied to Exit Case Study and Group Project	Occurs in every MGT 489 capstone course	Vested in continuously improving average rubric scores
3. Create value by graduating students who are satisfied with their educational experience	<i>AAI:</i>  Cultivate a creative and challenging learning environment	<i>I:</i>  Maintain and strengthen an outstanding academic and student life on the Ellensburg campus...at the university centers	Indirect (surveys)	Alumni	Indirect: CWU Testing Services surveys graduates every 5 years by department	Vested in continuously improving perceptions of knowledge, skills, and abilities

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4. Create opportunity by providing accessibility to students in Washington state through programs and courses delivered at the Ellensburg campus and at well-established University Centers co-located on dynamic community college campuses	<i>AA1:</i>  Cultivate a creative and challenging learning environment	<i>I:</i>  Maintain and strengthen an outstanding academic and student life on the Ellensburg campus...at the university centers	Direct: Enrollment data		Enrollment (annual average FTES) by departments, by location (Ellensburg, Westside centers)	Enrollment expectations are based on capacity as measured by number of faculty deployed in conjunction with the CB standards for maximum enrollments by level of course taught.
5. Create opportunity for a diverse student population	<i>AA6:</i>  To recruit, support, and retain a diverse student body, faculty, and staff	<i>VI:</i>  Build inclusive and diverse campus communities that promote intellectual inquiry and encourage civility, mutual respect, and cooperation.	Diversity data (by headcount)		Diversity by gender and by ethnicity	Gender/ethnicity levels approximate gender/ethnicity representation in the state
6. Create opportunity by providing an affordable business education			Direct: CWU tuition costs	CWU tuition costs	CWU tuition costs.	CWU tuition benchmarks
7. Provide quality in undergraduate education through teaching excellence	<i>AA1; AA3:</i>  To cultivate a creative a challenging learning environment  To promote the	<i>I</i>  Maintain and strengthen an outstanding academic and student life on the Ellensburg campus...at the	Indirect (Surveys: Student Evaluation of Instruction)	Faculty	Every quarter, every class	Vested in stable, continuous improvement of the SEOIs averaged across the college

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	highest standards of teaching excellence informed by active faculty scholarship and creative activity	university centers				
8. Provide quality in undergraduate education by delivering courses with an appropriate mix of academically/professional-qualified (AQ/PQ) faculty and participating/supporting faculty	<p><i>AA3:</i></p> <p>To promote the highest standards of teaching excellence informed by active faculty scholarship and creative activity</p>	<p><i>V:</i></p> <p>Achieve regional and national prominence for the university</p>	<p>Direct: Faculty who meet AQ/PQ standards</p> <p>Direct: Faculty who are classified as participating</p>	<p>% of faculty deemed academically qualified/professionally qualified</p> <p>Ratio of participating/supporting faculty</p>	Yearly	<p>At least 50% of the faculty are AQ and 90% are AQ+PQ</p> <p>Participating faculty deliver 75% of the school's teaching and 60% of the teaching by discipline, academic program, and location</p>
9. Provide quality in undergraduate education through our faculty who research primarily in the area of contributions to practice, and learning and pedagogical research, and secondarily in discipline-based research	<p><i>AA3:</i></p> <p>To promote the highest standards of teaching excellence informed by active faculty scholarship and creative activity</p>	<p><i>V:</i></p> <p>Achieve regional and national prominence for the university</p>	<p>Direct: Category A and Category B output for professional development</p>	Faculty research output	Yearly	<p>At least 50% of the faculty are AQ;</p> <p>Mix of research output with contribution to practice and pedagogical research dominating the mix</p>
10. Provide quality in undergraduate education through excellent facilities, distance	<p><i>AA7:</i></p> <p>To provide technologies</p>	<p><i>III:</i></p> <p>Diversify funding base and</p>	Direct: Monetary investments	<p>Physical facilities</p> <p>DE facilities</p>	Yearly	Adequate CWU budget devoted to maintain or enhance Physical facilities, DE, library resources

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education facilities, and library data-base resources	that enhance the learning and working environments, and ensure the optimal delivery of academic programs.	strengthen infrastructure to support academic and student programs		Library data-base resources		Stable/increasing # of faculty willing to participate in DE course delivery
11. Provide quality in undergraduate education through linkages with CB Advisory Board, alumni, and employers, as well as through faculty professional service (e.g., serving on professional boards)		<i>IV:</i>  Build mutually beneficial partnerships with the public sector, industry, professional groups, institutions, and communities surrounding our campuses	Direct: Advisory Board and alumni participation  Direct: Fundraising  Direct: Professional Service by faculty	#of Board Members regularly participating in meetings  #Alumni participating in events  Amount raised from private resources  # of Faculty participating and #of organizations served	Yearly	Maintain or increase