Central Washington University  
Assessment of Student Learning  
Department and Program Report

Please enter the appropriate information concerning your student learning assessment activities for this year.

Academic Year of Report: June 1, 2010 to June 1, 2011  
College: CEPS  
Department: Family and Consumer Sciences  
Program: Global Wine Studies

Introduction

Students who graduate with a major in Global Wine Studies are prepared to enter into a profession that builds international relationships, helps develop and maintain a growing industry and promotes sustainability. The Global Wine Studies program currently has 33 majors.

1. What student learning outcomes were assessed this year, and why?
The first area we chose to address and evaluate is the course GWS 403 Global Wine Industry. The learning outcome is that students will demonstrate an understanding of global market trends, issues in emerging markets, consumption patterns and cross-cultural issues in the wine industry. This was chosen as pertinent to the wine in the world economic situation. This outcome was assessed to determine if the program was adequately providing the students with the understanding of how the wine industry is affected in regards to the global political, economic, social and technology factors in a weak economy.

The outcomes are linked to University Goal 1: to integrate international experiences and global education in curricular and co-curricular initiatives.

2. How were they assessed?

GWS 403
The methods used were projects on country strategy, import and export trends. The students researched not only wine publications, but other economic and political data. Students presented projects in a presentation and portfolio format.

GWS was offered Spring 2011. There were several methods used for assessment. On all projects and presentations students are expected to achieve a minimum score of 77%.

Learner Outcomes Assessed/FCS Goals/CWU Goals

<table>
<thead>
<tr>
<th>The student will be able to identify global market trends, issues in emerging markets,</th>
<th>Continue to improve student centered learning and the quality of the</th>
<th>Provide for an outstanding academic and professional growth experience for</th>
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consumption patterns, and cross cultural issues in the wine industry

curriculum within the department’s programs.

students.

Integrate international experiences and global education in curricular and co-curricular initiatives

Students will be able to demonstrate an advanced understanding of trade and legal structures, tariffs, barriers to entry and international agreements and distribution

Continue to improve student centered learning and the quality of the curriculum within the department’s programs.

Provide for an outstanding academic and professional growth experience for students.

Integrate international experiences and global education in curricular and co-curricular initiatives

<table>
<thead>
<tr>
<th>Methods Used</th>
<th>Who and when assessed?</th>
<th>Results and impact</th>
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</thead>
<tbody>
<tr>
<td>4 team projects and presentations: Country Strategy Familiarization Visits Import Project Export Project</td>
<td>GWS 403, Spring 2010 (n=12) Criterion: minimum 77% for projects and presentations</td>
<td>The criterion for group projects was set at a mean of 77%. This criterion was met indicating that students are demonstrating familiarity with major concepts. Projects Mean = 90%</td>
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The criterion was met indicating that students are demonstrating familiarity with major concepts.
5. **What did the department or program do in response to last year’s assessment information?**

It was advised that the Global Wine Studies Program create an Advisory Committee. This is in the process, but has yet to be completed. The explanation for this is that with the department was asked to provide a Wine Task Force Report. This report included an Advisory Committee. However, no specific feedback was given in this area so the program is waiting for further direction regarding this.

The program made pedagogical and curricular changes to respond to current and evolving situations in the global wine industry.

6. **Questions or suggestions concerning Assessment of Student Learning at Central Washington University:**