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: 2012-2013
College or Support Area: College of Education and Professional Studies
Department or Program: Information Technology and Administrative Management (ITAM)

Check here if your assessment report covers all undergraduate degree programs: [ X ]
Check here if your assessment report covers all graduate degree programs: [ ]

1. What student learning outcomes were assessed this year, and why?
In answering this question, please identify the specific student learning outcomes you assessed this year, reasons for assessing these outcomes, with the outcomes written in clear, measurable terms, and note how the outcomes are linked to department, college and university mission and goals.

The ITAM Department uses a number of planning processes and strategic tools to facilitate and maintain continuous assessment, feedback, and improvement. Several department strategic planning retreats are used each year to address the curriculum and program goals. The results lead to curriculum that is often updated by dedicated and motivated faculty and staff.

Planning and evaluation as captured in the ITAM Strategic Plan as a normal part of each by-weekly department meeting and yearly retreats. Faculty and chair analysis of student SEOIs including narrative comments and reflection papers provide feedback of specific course content and effective teaching. Yearly planning for CWU accreditation assessment provides the venue for healthy discussion and improvement, as well as for review and improvement on assessment feedback. The ITAM Advisory Board insures that the ITAM department is meeting the needs of the students and industry. The ITAM department continues to be positioned well for meeting industry needs with high demand programs. We have much to celebrate as we recognize that our strategic plans are working with over 850 ITAM students in the department and a conservative forecast of over 900 students in the near future!

Our department assessed three programmatic outcomes this year. The three programmatic outcomes included:

1. Students will demonstrate the ability to apply knowledge of technology and management skills appropriate to the discipline. This goal is related to CWU goal 1: Maintain and strengthen an outstanding academic and student life. The goal is also related to the college goals 1 and 2: Provide an outstanding academic and professional growth experience for students at all CWU locations, and Prepare students to participate in an increasingly diverse economy and environment. This goal was chosen because our department wanted to know whether students are learning the knowledge, skills, and attitudes necessary to be successful in their chosen career.

2. Students will demonstrate the ability to analyze a problem, and identify and define the requirements appropriate to its solution. This goal is related to CWU goal 1: Maintain and strengthen an outstanding academic and student life. The goal is also related to the college goals 1 and 2: Provide an outstanding academic and professional growth experience for students at all CWU locations, and Prepare students to participate in an increasingly diverse economy and environment. This goal was chosen because our department wanted to know whether students are learning the knowledge, skills, and attitudes necessary to be successful in their chosen career.

3. Students will demonstrate the ability to function effectively on teams to accomplish a common goal. This goal is related to CWU goal 1: Maintain and strengthen an outstanding academic and student life. The goal is also related to the college goals 1 and 2: Provide an outstanding academic and
professional growth experience for students at all CWU locations, and Prepare students to participate in an increasingly diverse economy and environment. This goal was chosen because our department wanted to know whether students are functioning well as a team especially in light of employers rating this as one of the top desired skills from graduates.

2. How were they assessed?
In answering these questions, please concisely describe the specific methods used in assessing student learning. Please also specify the population assessed, when the assessment took place, and the standard of mastery (criterion) against which you will compare your assessment results. If appropriate, please list survey or questionnaire response rate from total population.

A) What methods were used?
B) Who was assessed?
C) When was it assessed?

1. The program goal “Students will demonstrate the ability to apply knowledge of technology and management skills appropriate to the discipline” was evaluated through the capstone course ADMG424 Administrative Management Policy – (Spring 2013) – through a comprehensive case study final exam. Students are assessed on frameworks for strategic analysis, decision making, implementation and control; strategic intent and the core competence of the organization; analysis of resources and capabilities; strategies and policies for IT integration; and culture and change management. Our minimal level of mastery was to have at least 75% of the students assessed score at C or higher. Twenty-seven (27) students were assessed with twenty-four (24) students passing at C or better in all areas (88.8%). The goal of 75% was met.

2. The goal that “Students will demonstrate the ability to analyze a problem, and identify and define the requirements appropriate to its solution” was evaluated through the course IT 248 Web Fundamentals – (Offered Every Quarter plus Summer 2012-13) – where students had to complete a comprehensive final project - developing a web site for a client. Our minimal level of mastery was to have at least 75% of the students assessed satisfactorily complete the final project. Ninety-three (93) students were assessed with seventy seven (77) students passing at 75% or better (82.3%). The goal of satisfactorily completion was met.

3. The goal that “Students will demonstrate the ability to function effectively on teams to accomplish a common goal” was evaluated through the course ADMG 372 Leadership and Supervision – (Offered Every Quarter plus Summer 2012-13) – where students had to work on a team on a project. Our minimal level of mastery was to have at least 75% of the students assessed satisfactorily complete the final project. A total of three hundred and twenty two (322) students were assessed with two hundred and ninety seven (297) students passing at 75% or better (92%). The goal of satisfactorily completion was met.

3. What was learned?
In answering this question, please report results in specific qualitative or quantitative terms, with the results linked to the outcomes you assessed, and compared to the standard of mastery (criterion) you noted above. Please also include a concise interpretation or analysis of the results.

1. Students will demonstrate the ability to apply knowledge of technology and management skills appropriate to the discipline.

Overall, students performed well on all areas assessed in ADMG424 - frameworks for strategic analysis, decision making, implementation and control; strategic intent and the core competence of the organization; analysis of resources and capabilities; strategies and policies for IT integration; and culture and change
management. As a capstone class for the ADMG specialization, students must have a comprehensive understanding of the areas for graduation. At least 75% of the students assessed score at a C or higher.

### ADMG 424 Final Assessment

<table>
<thead>
<tr>
<th>Term</th>
<th>Section</th>
<th># of Students Enrolled/Assessed</th>
<th># of Successful Completions (75% or above)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2013</td>
<td>A01</td>
<td>27</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td></td>
<td>27</td>
<td>24</td>
</tr>
</tbody>
</table>

2. Students will demonstrate the ability to analyze a problem, and identify and define the requirements appropriate to its solution.

Students were assessed on their ability to integrate all the areas of basic web development into a final IT248 class project for a client. Overall, students performed well on all areas assessed - developing a working, published web site for a real or make believe client. As a foundation class in the ITAM core, all students must have the basic skills and knowledge of web design and demonstrate this in a final project. The goal was attain satisfactorily by completing the final comprehensive exam.

### IT 248 Final Project Outcome

<table>
<thead>
<tr>
<th>Term</th>
<th>Section</th>
<th># of Students Enrolled/Assessed</th>
<th># of Successful Completions (75% or above)</th>
</tr>
</thead>
<tbody>
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<td>Fall 2012</td>
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</tr>
<tr>
<td>Winter 2012</td>
<td>A01</td>
<td>22</td>
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</tr>
<tr>
<td>Spring 2013</td>
<td>A01</td>
<td>20</td>
<td>18</td>
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<tr>
<td>Summer 2013</td>
<td>A01/A02</td>
<td>30</td>
<td>25</td>
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<tr>
<td></td>
<td></td>
<td>93</td>
<td>77</td>
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3. Students will demonstrate the ability to function effectively on teams to accomplish a common goal.

Students were assessed on their ability to work in a team on a final group project. This is one of the top soft skill areas employers are requesting from their new hires – our CWU ITAM graduates. Overall, students performed well in this assessment indicating they could indeed work as a team to a common goal. At least 75% of the students assessed score at a C or higher.

### ADMG 372 Final Group Project Outcome

<table>
<thead>
<tr>
<th>Term</th>
<th>Section</th>
<th># of Students Enrolled/Assessed</th>
<th># of Successful Completions (75% or above)</th>
</tr>
</thead>
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<tr>
<td>Fall 2012</td>
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<td>92</td>
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<tr>
<td>Winter 2012</td>
<td>A01/A02/A03</td>
<td>71</td>
<td>66</td>
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<tr>
<td>Spring 2013</td>
<td>A01/A02/A03</td>
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<tr>
<td>Summer 2013</td>
<td>A01/A02</td>
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<tr>
<td></td>
<td></td>
<td>322</td>
<td>297</td>
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</tbody>
</table>
4. **What will the department or program do as a result of that information?**
In answering this question, please note specific changes to your program as they affect student learning, and as they are related to results from the assessment process. If no changes are planned, please describe why no changes are needed. In addition, how will the department report the results and changes to internal and external constituents?

1. Students will demonstrate the ability to apply knowledge of technology and management skills appropriate to the discipline. Due to the nature of our high demand IT Management program of studies, ITAM faculty and staff continually monitor the goals and outcomes of our programs and courses. We are researching and exploring a third party assessment to be integrated into the ADMG424 capstone class.

2. No changes are planned for the IT248 and ADMG372 course learner outcomes/assessments.

3. Internal: Results are shared and discussed with the ITAM faculty and staff. The ITAM Department uses the data to help with strategic initiatives. The results lead to curriculum that is updated often by dedicated and motivated faculty and staff. The data/findings are also discussed when ITAM reviews its Strategic Plan as part of normal by-weekly department meeting and at yearly retreats. Results are reported to the university through the SLO and posted on the CWU web site with a review by the assessment team.

4. External: The data is also shared when appropriate with the ITAM Advisory Board and used when appropriate in ITAM marketing campaigns. Finally, when appropriate, the findings are shared with potential internship employers such as the ability to effectively work on a group project.

5. **What did the department or program do in response to the feedback from last year’s assessment report?**
In answering this question, please describe any changes that have been made to improve student learning based on previous assessment results. Please also discuss any changes you have made to your assessment plan or assessment methods.

Based on last year’s report – we reworked the entire IT 260 Integrated IT Applications course to a new system which includes additional applied mini case studies as well as more on database. We also moved the ADMG 302 Financial Analysis for Admin and IT Support course into a new LMS with easy to use and current assessments. The IT468 course is still being reworked – ongoing - to reflect the dynamic world of database management.

ITAM is planning to hold a retreat in Spring 2014 to completely rework the Student Learner Outcomes as a part of the ITAM Strategic Plan and to reflect a new ITAM Graduate Program.

6. **Questions or suggestions concerning Assessment of Student Learning at Central Washington University:**
Nothing – thanks!