Assessment of Student Learning Outcomes Degree Program Report

College: College of Education and Professional Studies
Department: Information Technology and Administrative Management (ITAM) www.cwu.edu/it-management
Program: BS/BAS          Degree: ITAM

1. What student learning outcomes were assessed this year, and why?

The ITAM department assessed three programmatic outcomes.

1. **Current Issues:** Students will demonstrate current issues in the content of technology and/or management standards and their application. Students in the modern workforce need to understand the most recent technology and/or management practices. This goal is related to CWU goal 1: 1.1.1 Students will achieve programmatic learning outcomes. This goal was chosen because our department wanted to know whether students are learning organizational assessment and leading change strategies within their specialization.

2. **Basic Computer Application Skills:** Students will demonstrate the ability to understand Word, Excel, PowerPoint and Access. This goal is related to CWU goal 1: 1.1.1 Students will achieve programmatic learning outcomes. This goal was chosen because our department wanted to know whether students are prepared for the basics of computer applications. This is also a CWU general education class.

3. **Specialization:** Students will demonstrate understanding of professional, ethical, legal, security, and social issues and responsibilities. This goal is related to CWU goal 1: 1.1.1 Students will achieve programmatic learning outcomes. This goal was chosen because our department wanted to know whether students are learning current issues when interviewing industry leaders on professional, ethical, legal, security, and social issues and responsibilities within their specialization.

2. How were the student learning outcomes assessed?

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

1. The program goal “**Current Issues:** Students will demonstrate current issues in the content of technology and/or management standards and their application” was evaluated through the ITAM class ADMG471 Leading Change. Our minimal level of mastery was to have our undergraduate students assessed at 75% or higher based on the project using a rubric. In all, 137 students were assessed on organizational assessment and leading change planning with 119 students passing at 75% or higher. The goal of 75% pass rate was met with an overall 93.45%.

2. The program goal “**Basic Computer Application Skills:** Students will demonstrate the ability to understand Word, Excel, PowerPoint and Access” was evaluated through the IT101 Computer Applications class. Our minimal level of mastery was to have our undergraduate students assessed at 75% or higher based on a skill assessment rubric. In all, 469 students were assessed in each of the four computer application skill areas with 89% passing Word, with 82% passing Excel, with 92% passing PowerPoint, and with 77% passing Access. Overall, the goal of a 75% pass rate was met.

3. The program goal “**Specialization:** Students will demonstrate understanding of professional, ethical, legal, security, and social issues and responsibilities” was evaluated through an ITAM specialization course RMT330 Retailing. Our minimal level of mastery was to have our undergraduate students assessed at 75% or higher based
on a project with a rubric. In all, 23 students were assessed of their ability to demonstrate the current issues in retailing when interviewing industry leaders on professional, ethical, legal, security, and social issues and responsibilities. The goal of 75% pass rate was met with an overall 84.60%.

3. What was learned?

1. **Current Issues:** Students will demonstrate current issues in the content of technology and/or management standards and their application.

   The goal of 75% pass rate was met with an overall 93.45%. Overall, students performed well on the ability to demonstrate the knowledge and application of synthesizing organizational data and implementing change. The capstone project captured an important benefit of the ITAM undergraduate degree – to have the critical knowledge and skills to assess and lead change in organizations.

2. **Basic Computer Application Skills:** Students will demonstrate the ability to understand Word, Excel, PowerPoint and Access.

   The goal of 75% pass rate in each of the four areas was met. Overall, students performed well on the ability to understand the basic computer application skills. This is important as a prerequisite for all ITAM classes as well as part of the CWU general education offerings. The ITAM faculty feel we need to review the Access database area for methods to increase the number of students passing at the 75% rate. This is also a general education class.

3. **Specialization:** Students will demonstrate understanding of professional, ethical, legal, security, and social issues and responsibilities

   The goal of 75% pass rate was met with an overall 84.60%. Overall, retail management and technology students performed well on the ability to demonstrate the current issues in retailing when interviewing industry leaders on professional, ethical, legal, security, and social issues and responsibilities. Overall, the goal of a 75% pass rate was met. The project captured an important area of the ITAM undergraduate degree – to have the ability to understand the relationship between a CWU ITAM graduate and the modern day issues and responsibilities.

4. What will the department or program do as a result of that information?

   1. No changes are planned for the specific ITAM courses. However, the ITAM department was advised in 2015 by Dr. Bret Smith, CWU Assessment Coordinator, Office of the Associate Provost, that there were too many program learning outcomes. We are currently working with Dr. Bret Smith to streamline those outcomes.
   2. Internal: The data/findings are also discussed when ITAM reviews its strategic plan as part of normal by-weekly department meeting and at yearly retreats. The ITAM Department faculty and staff uses the data to help with strategic initiatives. The results lead to curriculum that is updated often by dedicated and motivated faculty and staff. Results are reported to the university through the yearly SLO and posted on the CWU web site with a review by the university assessment team.
   3. External: The data is also shared when appropriate with the ITAM Advisory Board and used when appropriate in ITAM marketing campaigns (www.cwu.edu/it-management). In fact, the advisory board provides extensive feedback on curriculum, recommends new programs and recommends new programs. This ensures the curriculum meets industry standards and needs. Finally, when appropriate, the findings are shared with potential internship employers.
5. What did the department or program do in response to previous years’ assessment results, and what was the effect of those changes?

The ITAM department was advised in 2015 by Dr. Bret Smith, CWU Assessment Coordinator, Office of the Associate Provost, that there were too many program learning outcomes. We are currently working with Dr. Bret Smith to streamline those outcomes.

6. Questions or suggestions? Contact Tom Henderson (henderst@cwu.edu) or Bret Smith (bpsmith@cwu.edu)